

**SUPPORT YOUR FAVORITE
SANDSHARK SWIMMER
“SHARK-A-THON” and Bake Sale
Friday January 20th ,
3:30-7:30 pm
(Pizza & drinks for swimmers)**

Fund raising for pool rental, equipment, coaches' travel, awards banquet, other team expenses

**GOALS: 100% Participation
\$8000 Team Goal
\$75 minimum per swimmer**

- *Each swimmer may swim up to 200 laps**
- *Parental help as counters or other help is appreciated**
- *Credit toward family obligation**

To Encourage your Sandshark:

- Pledge per lap: eg. \$.50 per lap and your swimmer swims 20 laps, you would pay \$10.00**
- Pledge a lump sum: pay your Sandshark a fixed amount to swim**
- Donate some baked goods to be sold during the Shark-a-Thon**

**ALL PLEDGES/CONTRIBUTIONS
ARE GREATLY APPRECIATED
(Tax Deductible)**

**PLEASE COME OUT AND
SUPPORT THE
SANDHILLS SANDSHARKS**

Shark-A-Thon Fundraising Guide

The Need

The Sandhills Sandshark's annual Shark-a-thon is our biggest fundraising event of the year! In 2011, we are hoping to reach our goal of \$8,000! **ALL** funds raised during this event will go directly back into the Swim Team. These funds are used to help better support the team through covering supplies, travel and equipment expenses. This event is meant to serve the team as a whole, by allowing for new equipment and team supplies. I personally look forward to seeing you all participate and help to strengthen our team together!

Best of luck,

**Taylor Cooper
Head Coach**

Sponsorship

Getting Sponsorship

Tell your friends, family, and co-workers in person, by phone, or by email that you are participating in a community fundraiser that makes it possible for your team to grow, and help better serve families and participants with more resources for development.

Sponsorship per lap

Encourage your sponsors to make a per lap pledge that will motivate you to swim! Most per lap pledges range from \$.25 per lap to \$1. On average swimmers complete between 90-170 lengths per hour, so give your sponsors your estimate of how many lengths you think that you will complete so they are not surprised by the amount they end up donating. There is a maximum of 200 laps.

Flat Amount

Sponsors who do not wish to make a per lap pledge can also pledge a flat amount for your swim.

The Swim

Show up 15 minutes early on the day of your designated swim. Please bring your sponsor sheets that day or turn them in prior to the event. Official counters will be present on the day of the event to tally the laps you swim. Good luck!

WHAT IT IS:

SHARK-A-THON is an event during which swimmers try and swim as many laps as they can. Prior to the event swimmers will ask friends and family to pledge an amount of money per lap swum. Therefore, the farther a swimmer swims on the day of the event, the more money they will raise for their team.

BENEFITS

SHARK-A-THON is a great way to raise money for much needed funding and supplies that will benefit the team throughout the year. The swimmers personally benefit from a great self-motivated workout while taking pride in raising money to help support their team.

SPONSORS:

As the holiday season is approaching, this is a prime opportunity to ask for the support of your family, friends, and co-workers.

VOLUNTEERING:

On the date of the event, we will need parent volunteers to help count the laps for the swimmers.

SUPPLIES:

Each swimmer will be given a packet of supplies and information, which will include a fundraising letter that can be used to help solicit pledges.

PARTICIPATION:

All swim team members are required to participate in the swim. No one is required to get sponsorship. All money raised will count towards your family fundraising obligation.

WHILE RAISING MONEY:

It is essential that anyone who donates to our event know how his or her donation will be used. Be sure to tell your sponsors that this is a Sandshark event and all proceeds will go to benefit the swimmers and the team and is completely tax deductible. Also, make sure sponsors know how much they are potentially donating. If a sponsor donates a dollar a lap, they well could owe over \$150 after the event depending on the distance the participant swims. (Remember 1 lap = 25 yards, and typically in an hour and a half workout we swim between 100-150 laps). If someone wants to donate a dollar a lap, great! But please educate them before they do so.

DUE DATES:

Envelopes with all pledges filled out will be due _____. Swimmers will be responsible for collecting the pledges they raised. Pledges will be collected after the event and are due _____. PLEASE HAVE ALL OF YOUR PLEDGES COLLECTED BY THE DUE DATE.

AFTER THE EVENT:

DO NOT collect any donations until after the SHARK-A-THON on November 18th. At this time the numbers of laps completed in the SHARK-A-THON will be totaled and a request for pledges letter will be given out to help swimmers collect from their sponsors. PLEASE HAVE ALL OF YOUR PLEDGES COLLECTED BY THE DUE DATE!

Thank you all so much for your support. We all look forward to continuing to strengthen the success of the wonderful Sandshark team!

(Letter/email to send to potential donators)

Hello Wonderful Friends and Family!

I am signed up to participate in my swim team's Shark-A-Thon. I will be swimming for one hour and getting sponsors for each length of the pool that I complete in that hour. It is my goal to swim ____ lengths.

The gift of your donation has the ability to effect great change with the Sandhills Sandsharks Swim Team. For as little as .25 cents per lap, you can help to impact the quality of the entire swim team. You will help to heightening the ability of the Sandhills Sandsharks to work within the larger community, serving more youth, instilling a passion for the sport of competitive swimming and igniting the spark of self confidence. By supporting my swim, you are helping to continue to strengthen my team and my community.

If you would be willing to sponsor me there are a couple of ways to do so:

- 1) Sponsor me per length (1 length = 25 yards) I swim during my solo swim.**
- 2) Sponsor me for a flat amount.**

All donations are tax deductible. If you are willing to make a donation and sponsor me for my swim, please message me back with your donation.

Thank you so much for your support and for considering making a contribution.

Sincerely,

| NAME | PHONE | PLEDGE PER LAP | # OF LAPS | TOTAL | FLAT DONATION |
|-------------|--------------|-----------------------|------------------|--------------|----------------------|
| | | | | | |

(Solicitation letter to collect pledges after Shark-a-thon)

Dear Sponsor –

We just completed our Annual Shark-a-Thon with great success. On behalf of my entire team, thank you so much for your support.

After swimming for one hour without stopping, I completed _____ laps! The money I have raised by swimming this distance will help my team throughout the upcoming year.

Now I need to collect the generous donations/pledges from my sponsors. Again, thank you so much for your donation of:

_____ laps × \$ _____ per laps = \$ _____

-or-

Flat donation of: \$ _____

**You can complete your donation by cash or checks made out to:
Sandhills Sandsharks**

Sincerely,