

# OFF THE STARTING BLOCKS:

Getting the Word Out About Your Team's Swim-a-Thon™

Communications and marketing resources to help you get the most out of your team's fundraiser.



## What's Included

### Marketing Your Team's Swim-a-Thon

#### 1. PROMOTION TIMELINE

This suggested timeline will provide a guide on when to share information about your Swim-a-Thon fundraiser.

#### 2. SOCIAL MEDIA

Social media is a free and effective way to build buzz around your fundraiser. Encourage swimmers, parents and coaches to promote on their social channels. The more individuals reached, the more potential for achieving your team's goals.

#### 3. EMAIL TEMPLATE

Check out a template that can be customized to your event. Emails will provide the opportunity to give more detailed information about your Swim-a-Thon.

#### 4. REACHING LOCAL MEDIA THROUGH A PRESS RELEASE

Check out a template that can be customized to your event. Press releases will provide the opportunity to give more detailed information about your Swim-a-Thon.

#### 5. ADDITIONAL TIPS & RESOURCES

A few additional reminders and ideas that will help build awareness around your Swim-a-Thon.



## Social Media

### Marketing Your Team's Swim-a-Thon

#### GETTING STARTED

- Successful posts should include more than just text. Make sure to add a photo or video. The more posts are personalized with your team and swimmers, the more it will engage your audience.
- Always use #SwimAThon2021. This is the official fundraiser hashtag. Including it in your posts will reach the larger Swim-a-Thon community. In addition, your team could receive a shout out from Swimming Canada for your hard work.
- If your team is utilizing RaiseAThon during its Swim-a-Thon event, be sure to include the link in all social media posts to send your audience straight to the donate page.
- Make sure to use the custom Swim-a-Thon social graphics that are perfect (and easy) for building awareness around your fundraiser. Download the graphics here: <https://www.swimming.ca/en/resources/swimming-canada-overview/swim-a-thon-online/>
- Not only should this messaging be coming from your team's account, but swimmers, parents and others involved with your team should post about the Swim-a-Thon. This will reach their personal network that will help the overall team.
- When posting on Twitter, there is a 280 character limit! Posts will need to be more concise, and will be better received with an image or video. Posts on Facebook and Instagram can include more detailed descriptions of your event.
- On Instagram, links included in posts will not work. However, you can put a link in the team's bio to direct individuals to your team's RaiseAThon page.

#### SAMPLE POSTS

##### Team Accounts & Coaches

- Facebook, Twitter, Instagram: We're hosting a #SwimAThon2021 on [Date]. Help us reach our goal! [RaiseAThon URL]
- Facebook, Instagram: Our team's #SwimAThon2021 is coming up! Please consider giving to a cause that will not only benefit our swimmers, but those supported by [@ProvincialSwimOrganization], too! [RaiseAThon URL]
- Facebook, Twitter, Instagram: It's not too late to support our team! We'll be swimming laps to raise money during our #SwimAThon2021. Donate here: [RaiseAThon URL]

##### Swimmers

- Facebook, Twitter, Instagram: Excited to participate in [Tag Team's Page]'s #SwimAThon2021! Please help me reach my goal. [RaiseAThon URL]
- Facebook, Twitter, Instagram: I'm swimming laps to raise money for my team! Help us reach our goal, and donate to our #SwimAThon2021 today! [RaiseAThonURL]
- Facebook, Twitter, Instagram: I'll be swimming to make a difference during my team's #SwimAThon2021! Help us reach our goal by donating: [RaiseAThonURL]

##### Parents

- Facebook, Instagram: My [daughter/son/child] is participating in [Tag Team's Page] #SwimAThon2021 to raise money for their team and [@ProvincialSwimOrganization]. Please help them reach their goal! [RaiseAThon URL]

- Facebook, Instagram: Swimming is a big part of [Child's name]'s life! [He/she/they] is/are participating in a #SwimATHon2021 with [Team Name]. Show your support by donating here: [RaiseATHon URL]

## Email Template

### Marketing Your Team's Swim-a-Thon

#### REASONS TO SEND AN EMAIL

Reach out to potential donors for your team's Swim-a-Thon through email, which includes the benefits of donating. Make sure to provide your team's TeamUnify link so they are led directly to the donation page.

#### Who Should Your Team Email?

The team's coaches, swimmers and parents could use this template to send to extended family, friends, grandparents, local businesses and other supporters of your program.

#### TEMPLATE

Dear [Name],

[Team Name] is taking part in a Swimming Canada Swim-a-Thon fundraiser on [Date] to raise money for our program and swimming in Canada.

What's a Swim-a-Thon? A Swim-a-Thon is an in-pool fundraiser where participants earn money by swimming lengths of the pool. It is a fun way to combine our love for swimming with a wonderful cause!

We are writing to ask that you join our team in reaching our Swim-a-Thon fundraising goal. This year, the team's goal is to raise [\$ Amount] for [Purpose: e.g. swim equipment, pool rental, travel costs]. Every dollar counts and we hope to count on your support this year!

It's great to know that the dollars raised not only builds a stronger team here at [Swim Club Name], but also helps to give kids across the country the same opportunity to enjoy swimming through programs offered by [Provincial Swim Organization] and Swimming Canada.

Please help by contributing either by check or by visiting our team's online fundraising page at [RaiseATHon URL]. Your support will give our team a reason to swim strong at this year's Swim-a-Thon!

Thanks so much!

[Name]

## Press Releases

### Marketing Your Team's Swim-a-Thon

#### REACHING OUT TO THE LARGER COMMUNITY

What should you do with your press release? Send this out to local newspaper publications, television stations and other local media outlets. If this is shared by media outlets in the area, your team's Swim-a-Thon will reach a much larger community. Make sure to include your team's fundraising goal and reasons why your team is trying to raise money for, and direct them to the right place to donate.

The template below provides the basic structure of a press release, and should be updated based on your team's Swim-a-Thon date, goals and other details. Be sure to send your press release to local media a few weeks before your event for a greater chance for your story to be shared.

In addition to this template, feel free to include additional information. For example, sharing details on past Swim-a-Thon fundraisers your team has hosted.

#### How Should You Reach Out? Steps to Find the Right People:

1. Search for the websites of your local newspapers and TV stations.
2. Once you've located the website, take a look for a "contact us" or "submit a story" section.
3. Some newspapers and TV stations will provide names and details on their reporters, while others will have a generic submit news/story section. If the website has more details on their reporters, reach out to those that work with community and sports news.

#### TEMPLATE

FOR IMMEDIATE RELEASE: [DATE]

Contact: [Your Swim-a-Thon Coordinator's Name, Phone Number and Email Address]

[Team Name] to Host Official Swim-a-Thon in [City Name] on [Date]  
Event will Raise Funds to Support [Team Name] and Swimming in Canada.

[CITY, Province] — [Team Name] will be hosting an official Swim-a-Thon on [Date] at the [Name of Pool] in [City, Province]. During this Swim-a-Thon, participating swimmers will swim lengths of the pool to raise important money for the team.

[Team Name]'s Swim-a-Thon will provide funds to enable our club to [insert personal story here about how your club will use the funds (buy new equipment, provide scholarships for swimmers, cover meet costs, fund athlete travel, etc.)]



Our fundraising efforts not only benefit swimming in our community, but also across Canada. Since 1998, Swim-a-Thon fundraisers have generated more than over \$50 million for swim clubs and swim programs across the country.

Persons interested in donating should contact [name of coach or organizer] at [phone number] or visit [Swim-a-Thon fundraising page URL].

About Swimming Canada: Swimming Canada serves as the national governing body of competitive swimming. We inspire Canadians through world leading performances to embrace a lifestyle of swimming, sport, fitness and health. Canadians are global leaders in high performance swimming and development for both able-bodied swimmers and swimmers with a disability. Swimming is recognized as one of the most celebrated and successful Canadian summer Olympic and Paralympic sports.

## Additional Tips & Resources

### Marketing Your Team's Swim-a-Thon

#### SAY THANK YOU!

Don't forget to thank your supporters and donors. This will help them feel connected to your team. Donors who feel appreciated are more likely to continue supporting your organization year after year. Be sure that donors receive thank you notes from your team. Consider including an individual or team photo to provide that extra touch! This will cultivate donors into and encourage them to support your team at next year's Swim-a-Thon.

#### WHERE CAN YOU FIND YOUR RAISEATHON URL?

Follow these steps:

1. Watch the mandatory Swimathon Webinar - recorded link provided by your Provincial Swimming Organization or can be found anytime at <https://www.swimming.ca/en/resources/swimming-canada-overview/swim-a-thon-online/>
2. Register your club using the specific province registration link as provided by your Provincial Swimming Organization and/or RaiseAThon
3. Receive your site hand off link from with your specific club's link to start raising money
4. Share with your members and let the money swim in!

If you have any questions, RaiseAThon is always available to answer them; [swimmingcanada@raiseathon.ca](mailto:swimmingcanada@raiseathon.ca).

#### SHARE YOUR STORY WITH SWIMMING CANADA

After your Swim-a-Thon, Swimming Canada wants to hear about your success. Email photos, goals reached and team stories to [swimathon@swimming.ca](mailto:swimathon@swimming.ca). Swimming Canada could share details from your team's Swim-a-Thon on its website and social media channels. This is another opportunity for building awareness around your fundraiser for the years to come.