



WSL Swim-A-Thon on Thursday, January 23, 2020



EARLY BIRD GETS THE WORM!

Raise \$200 by December 31st and get an
exclusive Sea Lions Prize!

Top \$ Earner from each Swim Level will be awarded a GRAND PRIZE!

All cash and check donations must be turned in or
proceeded through the online Swim-a-Thon system
by January 27th to qualify!

PREP Team - \$300 or More

(Drawing for Tiebreakers)

Fujifilm Instax Mini 9 Instant Camera



Level 1 - \$400 or More

(Drawing for Tiebreakers)

Speedo Team Backpack

Level 2 - \$500 or More

(Drawing for Tiebreakers)

Fitbit Charge 3



Level 3 - \$600 or More

(Drawing for Tiebreakers)

BOSE SoundSport Wireless Headphones

Seniors - \$700 or More

(Drawing for Tiebreakers)

Garmin Swim™





HOW TO...

SET UP Your SWIM-A-THON Page

Set-up

- Sign-in on your WSL Swim Club page
- Click on Swim-a-thon box across the top
- Click on gray "Participants" tab across the top
- Type in your last name, click Search
- Child's name comes up, click green View Profile button
- Mid-page, go to red Set-up tab
- Fill in goal, number of laps, etc
- Click "Upload Profile Picture" button.
You can use your own or choose a pre-designed one from the library.
- (Mid-page) drop-down menu for message template. Use the one provided.
- Click Save

This is what your donors will see once they get on your child's page.

Promote

- Next go to red Promote tab
- Click on gray "Easy Import" tab near middle of page
- Grant access to your e-mail contact list
- Easiest way is to type in an e-mail in the search box
- Once e-mail comes up, check the box
- Go back to search box and type in next name, etc.
- This is building your Invite List
- Once you're done getting e-mails, hit green Save and Send Invitation at bottom
- Mid-page, pick template under drop-down menu.
- Options include one-size fits all, family members, etc.
- Easiest to use pre-formatted letters
- Hit green E-mail Now button
- You will get a message that operation was successful

Send one to yourself to test this

Facebook

- Back to main Promote Page
- Between Enter E-mails and Invite tabs is the Social Tab
- Click on this tab. Click on graphic to go to Facebook.
- You will be prompted to sign-in to Facebook.
- You can put in a message or just post the preformatted Swim-a-thon message

Now you're hitting potential donors both via e-mail and Facebook!!!!



Promote Now!!
LET'S GO WSL!!

Swim-A-Thon promote update: For those that are unable to "promote" from your Swim-A-Thon page, please clear the browsing history and cache in your browser. TeamUnify - IT department is suggesting that this might resolve the issue. They can see that only some of the WSL families are unable to promote while other are. (The Firefox browser we used allowed us to "promote".) TeamUnify has provided a couple links (below) with more detail on their best practice for sharing your fundraiser on Facebook and other ways to promote as well!

FACEBOOK: <https://teamunify.uservoice.com/knowledgebase/articles/530692-tumoney-promote-fundraiser-onfacebook>

EMAIL: <https://teamunify.uservoice.com/knowledgebase/articles/154718-tumoney-promote-event-fundraiser-emailinformat>



Company Donation Matching for the Williston Sea Lions Swim Club SWIM-A-THON

On Thursday, January 23, 2020, the **Williston Sea Lions Swim Club** will be hosting their annual **SWIM-A-THON** fundraiser.

OUR FUNDRAISING GOAL THIS YEAR IS \$30,000.

The SWIM-A-THON event will raise funds to support the non-profit Williston Sea Lions Swim Club and USA Swimming Foundation. During this Swim-a-Thon, swimmers will have a two-hour period in which to swim a maximum of 200 laps. Donors are encouraged to support our athletes by pledging to support their efforts-either via a flat donation, or by pledging a certain amount of money per laps that the swimmer completes.

The Swim-a-Thon will provide funds to enable our club to help defray the costs for new equipment and scoreboards for the 50-meter indoor pool, scholarships, swim clinics and water safety for our Swimmers and the Williston community. In addition to raising funds for the team, 5% of the money raised will go back to the USA Swimming Foundation. The Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether they're equipping kids across the country with the lifesaving skill of learn-to-swim through their Make a Splash initiative, or providing financial support to the heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country.

Swim-a-Thon™ is the only pledge-for-laps swimming program recognized by the USA Swimming Foundation. Since 1998, Swim-a-Thons have generated more than \$30 million for swim clubs and swim programs across the country.

We invite you to support the Williston Sea Lions Swim Club by giving a Matching Gift for the total amount raised by our swim club during our SWIM-A-THON.

Thank you in advance for your generosity!

Sincerely,

Williston Sea Lions Swim Club Board Members, Coaches and Swimmers
To donate, please WSL Board Member 720-346-2817

*Williston Sea Lions Swim Club Tax ID # 45-0432456, gratefully acknowledges this charitable contribution.
Please consult your tax advisor regarding the tax deductibility of your contribution*

About the USA Swimming Foundation: The USA Swimming Foundation serves as the philanthropic arm of USA Swimming. Established in 2004, the Foundation works to strengthen the sport of swimming by saving lives and building champions—in the pool and in life. Whether we're equipping our children with the life-saving skill of learn-to-swim through our Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. The Foundation also serves as the home for our National and Olympic Team Alumni reunions and regional events. The development efforts of the USA Swimming Foundation aim to establish an endowment to strengthen the future of USA Swimming's programs and services. For more information on the USA Swimming Foundation, please visit usaswimmingfoundation.org.