

## It's all about the **GOAL!**

- What are we raising the money for.....
- You have to sell the end result....
- Constant re-enforcement of the benefits....
- Tell your story...

## Communication – Strategies

- Major Website Presence
- Weekly Member Email - Updates
- Local Newspaper – Special Story Feature
- Kick Off Major Launch Email
- Thermometer – Pool Side
- Audience Specific (Coach, Swimmer, Parent, Board)
- Alumni Invitation
- Corporate & Partner Engagement

## Recognition / Celebration

- Video / Photo's
- Top Raisers – Photo & Story
- Awards – Weekly (Small Dollar Store Items)
- Awards Board – Recognition (Swimming Pool)
- Special Presentation at Swim Meet
- Facebook Updates – Weekly
- Twitter Messaging

## Generating Excitement & Challenges

- Small Weekly Prizes – Most Raised
- Creative Contests – 24 Hour Call to Action
  - Furthest Country Away
  - Longest Name for a Donor
  - 3 in a Row
  - Top \$ Raised
  - Largest Donation
  - Teacher Week / Dentist Week / Family Week
  - Age

## Generating Excitement & Challenges

- Registration Kick Off Event – Group Sign Up
- Coach Contest – Most Participants (Spa / Massage)
- Senior / Junior - Funds Raised Contest
- Family Pledge Challenge
- Amount per Kilometre
- Team Blue/Red Campaign
- Local Business Challenge – Match Dollar Week
- Swim Fee's Waived Annually
- Commitment Hours Waived

## Business Engagement

- Sponsor Breakfast / Lunch
- Local Bank – Match Funds Campaign
- Prize Donations – Large Items
- Gift Cards - \$2.00 Tim Horton Cards (Donation Week)
- \$100 Sponsor Wall
- Radio Station – Live Remote On Site (Weather or Reporter)

## Swim A Thon Day

- Music
- Parent Challenge
- Relay Event
- Food & Refreshments
- Coaches Challenge
- Parent Meeting & Cheering
- Video / Photography
- Mayor Invite
- Media Invite

## Top Ten “Campaign To Do’s”



**Goal to Increase Participation to 60%**



## To Do - #1



### Set a Budget for Incentives & Prizes

- Invest in communications, prizing, incentives and surprise & delight – it has been proven to drive an incremental 7% ROI

### Idea & Result

- Clubs that provided cash and non-cash budgets to their coordinators raised an additional 18.33% more than those that didn't set aside \$



### Sign Up Campaign

Coaches have the power to encourage their swimmers to sign up ... Team engagement

### Idea & Result

- Contest between Coaches to be first with 100% enrolment - \$50 Gift Card (Visa/MC)
- 4 Days 100% Swimmer Signup
- 11% increase in participation
- \$10K increase in funds raised



### Unique Grand Prize

To generate big dollars, make sure you have a prize that swimmers want.....

### Idea & Result

- One hour private coaching session with 2015 Pan Am Games gold medal winner and Olympic Trials qualifier, plus video analysis and written assessment. +\$5K
- Membership Dues – Waived or 50% Off – Top 10 +\$3,1K



### Recruitment & Awareness

Awareness & Participation  
generates community support  
outside swim families

### Idea & Result

- Small Team held Community Fund Day – Door to Door Canvassing in Uniforms about Swim A Thon – Simple Sheet – Benefits +\$4,2K (35% Increase)
- 4 New Swimmers (+\$2K)



## Campaign Celebration

Celebrate and recognize the team after your Swim A Thon – exclusive to those that participated

## Idea & Result

- Host a Celebration – Pizza, Pot Luck – Tooney Toss, Prize Awards, Photo's Signatures with Special Guests / Photo's
- 3 Clubs +Avg. 12% (\$3,3K) over last 3 Years



## To Do - #6

### Early Donations Build \$

Create increased sense of urgency to get your \$ in early

### Idea & Result

- By launching a strong EARLY BIRD Prize, will help increase your donations – encouraging more to solicit funds for next round
- 4 Clubs (Avg. Increase 30%)





### Parent Engagement

With children under 12 – Parents do most of the heavy lifting – focus on them.....

### Idea & Result

- Parents were asked to engage their employer for a match contribution from their employee
- Result 30 Matches +\$1900.

## To Do - #8



### Corporate Campaign

Peer to peer will contribute a majority of your target, but with media & local companies – positive to supporting youth!

### Idea & Result

- Small Club worked with local Media – Remote Peer to Peer wasn't hitting their target, they asked the Community to help pledge.
- Results \$3900. after two stories/radio feature





## Community Events

Some of your swimmers will not have the network others do to make peer to peer work, so think about team fundraising

## Idea & Result

- Create a fun event – Skate, Swim, Bottle Drive, Car Wash, Neighbourhood Clean Up – to reach potential neighboured donors
- Medium Club – Raised \$3900 with Bottle Drive (Increased +10%)



## Choose a Champion / Fun

Your leader is the most critical, individual or committee the chair must be innovative and have the energy to push participation

## Idea & Result

- Creating Events, Prizes and Communicating is the single biggest indicator of success – Weekly Wave Announcement – Video of the Swim for future years all helps increase participation – not to mention Names of those who participated helping the club!