

CT MARLINS

A Little Guide to Getting Swim-A-Thon Donations:

It is perfectly fine to collect pledges from family members, but you may be surprised to discover just how easy it is to raise money by setting a goal to talk to family, friends, and a few local business owners! It's normal to be nervous, but with each person you ask, it gets easier!

TIPS FOR SUCCESS:

- **MANNERS MATTER!** Using “please” and “thank you”, smiling and introducing yourself if you're talking with a business manager or owner work like magic! Even if they can't donate to you, thank them for their time!
- **BE STRATEGIC!** You can quickly email many friends and family; however, we have found that a phone call and getting to hear your voice brings a high rate of pledge commitment! This is similarly true for businesses, where walking in the door WEARING YOUR AWESOME MARLINS 2022 shirt *and* asking to speak with a manager or owner in person works well! Trust us! Local business owners really like supporting youth, especially when they see you being brave and making the request yourself.
- **BRAVERY** is easier with a buddy. If you are nervous, consider making plans to go with a swim friend. You can visit more than one business and alternate who gets each pledge.

A suggested script for our athletes approaching friends and family members:

“Hi, _____. May I please talk with you about my Swim Team's Fundraiser? Each summer swim team the Catalina Terrace Marlins raises money to fix things and improve things at our swimming pool. I will swim for one hour at my pool while my _____ (family member) counts my laps. I am collecting pledges from friends and family to help my team fix our pool roof and save money for a timing system for our meets. I can accept either a pledge per lap (example: .50 cents a lap) or I can accept a flat pledge of a certain amount no matter how many laps I swim.”

A little suggested script for our athletes approaching local businesses that you are familiar with:

“Hi, my name is _____. May I please speak with the manager about my Swim Team's Fundraiser?”

[Share Swim-A-Thon Donor Letter With Manager and introduce yourself again if needed] “I am a swimmer on the Catalina Terrace Marlins. Each summer, we do a Swim-A-Thon to raise money for fixing and improving things at our swimming pool. I will swim for one hour while volunteers count my laps. This year I am collecting tax -deductible pledges to help my team fix our pool roof and save money for a timing system for our meets. I can accept either a pledge per lap (example: .50 cents a lap) or I can accept a flat pledge of a certain amount no matter how many laps I swim. Would you be willing to support my team?”

[Share Non – profit 501c3 number in bottom right corner of donor letter.]

11.									
12.									
13.									
14.									
15.									

*CT Athletic Program is a 501c3 Charitable Organization
 Donations are Tax Deductible EIN 26-4186430*

*1 lap = 50 yds.—down and back. Swimmers may collect pledges prior to swimming,
 or per lap after the Swim-A-Thon is completed.*