

SWIM-A-THON 2019

GIVE THE GIFT OF SWIMMING. DONATE TODAY!

20
YEARS



Celebrating 20 Years of Crawfish Aquatics

Join us on **April 13** as we celebrate two decades of Crawfish Aquatics! We will have a fun event for swimmers and families in conjunction with our Swim-A-Thon fundraiser. A silent auction, dunking booth, cook out, door prizes and more is happening at our Baton Rouge location from 9:00am-1:00pm. See the full event schedule on our fundraising website (and see which Coach is taking a pie to the face, too!).

Swim-A-Thon is a fundraiser used by USA Swimming clubs all over the United States to raise money for their respective club. To raise money for Swim-A-Thon, swimmers receive pledges and donations from family members, friends, neighbors, and local businesses. Crawfish Aquatics keeps 95% of all funds raised with the remaining 5% going to USA Swimming, the governing body for swimming in the United States.

During Swim-A-Thon, swimmers are allowed to swim a maximum of 200 laps or for a period of 2 hours, whichever comes first. And parents, you will be AMAZED at how many laps your young swimmer can swim when surrounded by all of their teammates all working toward the same goal! All of the proud faces and beaming parents is a HIGHLIGHT of this event.

Fundraising is part of our overall budget and business plan that allows us to keep member dues affordable without compromising quality. A successful Swim-A-Thon will ensure ongoing, effective, and professionally delivered aquatic programs, expansion and support the operational expenses of the organization. Funds raised through SAT are used to purchase swim meet equipment (touchpads, timing systems, stop watches, etc.) and make Facility Upgrades but most importantly it covers short falls in our operating budget. See "by the numbers" on the last page. Successful fundraising is critical to making up the difference from actual dues and swim meet income compared with the high cost of operating pools and facilities year-round, coaching/teaching and travel for staff to competitions.

100% Tax Deductible

Crawfish Agape International (EIN 47-3606520) functions as the non-profit arm of Crawfish Aquatics as a 501(c)(3) status. Agape also supports our community outreach efforts by providing funds for outreach lessons, free water safety presentations and education in schools in addition to Crawfish Aquatics programs. **Corporate matching is also available.**

Important Dates and Deadlines

- April 1- Deadline to order Swim-A-thon event shirt
- April 8- RSVP deadline (your registration on our fundraising site is your RSVP!)
- May 3- Deadline to submit funds towards award totals
- May 8- Prize winners announced

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How is the money raised?

- Sponsors can provide a direct/flat sponsorship at the time a pledge is made through a secure online donation. Donation checks are payable to Crawfish Agape International.
- Sponsors can also pledge a dollar amount per lap your child swims at the Swim-A-Thon. After the event and confirming the number of laps swum, they can mail check payment OR if selecting "credit card" as the payment option, SAT admin can process their donation payment following the event (after confirming number of laps swum).
- There is sample content and a default image that will automatically populate when you create your swimmer's account. Event graphics for use on social media or for use in an email or letter are available on the SAT website resources section.

Register for the Swim-A-Thon through the Event Website

www.crawfishaquatics.dojiggy.com

- **Step 1:** Register Account. This is your event RSVP.
- **Step 2:** Order Event Shirt (optional & available for the whole family!).
- **Step 3:** Send out emails, share on social media, ask in person, send letters, etc!

-Checks and cash donations can be accepted ("offline donations") and then applied to your account.

-If you do not plan to use the personal fundraising page for fundraising, this is your RSVP and the only way to receive the Red Icon Swim Cap prize.

-See the "Setting up your SAT personal page / RSVP" document on the website for screenshots and tips on how to use your personal SAT page.

-Families should register each swimmer individually. Donations made to one swimmer CAN be split among siblings; you would need to notify admin when receiving your email donation receipt.

First Online Donation = First Prize!

Register your account- receive first online donation – win a Red Crawfish icon swim cap! This cap should be worn daily leading up to the SAT and there will be special incentives at times for swimmers wearing it at practice. *Cap distribution will begin March 11.*

Swim-A-Thon Wall of Fame & Top Prizes

- **Gold: \$1200+.** Win an Arena National Team Bag, personalized, plus the Bronze & Silver level prizes. Entered in a drawing to win ONE FREE YEAR of swimming dues!
- **Silver: \$900-\$1199.** Win an Arena personalized towel, plus Bronze prize.
- **Bronze: \$600-\$899.** Win a unique style, Crawfish long sleeve hoody, produced ONLY for Bronze level and higher. Will not be a Team Store product.

Top Individual & Top Family: we are working on a fun prize, to be announced!

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Turning in Funds, Prizes, Fundraising Balance Invoices

- Funds can be turned in to your Crawfish Aquatics location prior to the Swim-A-Thon, the day of the event, or by May 3 to be counted toward Prize totals.
- Prizes will be determined based on the funds turned in by May 3.
- Fundraising invoices will be processed the week of May 6 with remaining balances on accounts charged on Friday, May 10. The first half of 2019 fundraising obligation is delayed to May 10 and will not post with the May 1 invoice.
- Swim-A-Thon supplements our organizational budget and allows participating families to cover all or part of their fundraising obligation (once a member beyond 6 months). For more information regarding fundraising obligations please see the Crawfish Aquatics Parent Handbook.

Lap Goals by Group

These are the lap goals set by the coaches for the event. The maximum number of laps is 200. Swimmers can swim more than their group goal laps and are encouraged to do so (unless your group goal is 200!). *See coaches for questions about ranges or goals for your swimmer's group.*

Baton Rouge		Lafayette		Nicholls	
Senior Division	200	Senior Black	200	Senior Black	200
Junior Black	200	Senior White	200	Senior White	200
Junior White	140-160	Senior Red	160-200	Senior Red	180
Junior Red	120	Junior White	200	Junior	150
Adv AG	140-160	Junior Red	150	Age Group	80-100
AG-1	80-100	Age Group	80-100	8 & U	40
AG-2	100-120	8 & U	40-60	Novice	20
AG-3	140	Novice	20		
8 & U- 1	40				
8 & U- 2	60				
8 & U- 3	80				
Novice	20				

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By the Numbers

Donations and financial sponsorship help us to maintain the range and level of quality programming that we provide. Dues alone will NEVER cover all costs of maintaining pools and running a high-quality swim program.

Below are the percentages (depending on the year and current needs) of SAT funds and fundraising obligation payments used to cover budget shortfalls or to meet budget goals. Our priority is to keep membership dues low to make the sport of year round swimming more affordable. Supplementary fundraising helps us meet those needs.

- 30% Dues
- 40% Facility Upgrades/Maintenance/Repairs*
- 20% Charitable acts– scholarships, sponsored lessons, community outreach, etc.
- 10% Other

**in 2017 and 2018 we had numerous unanticipated maintenances or replacement needs in addition to the anticipated and planned maintenance costs that occur annually, every few years. A successful Swim-A-Thon will allow the team to be financially prepared for arising needs and address current ones.*

Larger facility purchases & repairs completed in the last 2 years.

Baton Rouge

- Outdoor Pool Blankets (Covers)
- Outdoor Pool Lane Ropes
- Replaced Five Skimmers
- Replaced Wood Deck Outside
- Purchased new Colorado Timing System, Starting System and Microphones
- Upgraded outdoor Pool lighting

Lafayette

- Refinished the stair case
- Painting Upgrades to facilities
- New Indoor Pool Area Heaters
- Pool Pump Replacements
- New Lane Ropes

Nicholls

- Replaced Pool Pump
- Built a Meet Booth
- Built Pavilion (with assistance of the Lorio Foundation)

Upcoming needs to be completed by Agape Funds.

Baton Rouge

- Colorado Timing System Touch Pads
- New Heater Indoor Pool
- New Heater Outdoor Pool

Lafayette

- Deck Drainage on the street side
- Upgrade pool pump for outdoor pool
- Upgrades to Daktronics Timing Equipment

Nicholls

- Upgrades to Daktronics Timing Equipment
- Additional Bleachers
- New Pool Flags