

# CRAWFISH AQUATICS



**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 retains 95% of all funds raised with the remaining 5% going to USA Swimming Foundation and their Swim Lesson Provider Grant Program that brings the gift of learning how to swim to kids across the country. 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!

**Fundraising** is part of our overall budget and business plan that allows us to keep member dues affordable without compromising quality. 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. Crawfish Aquatics also utilizes funds from the Swim-A-Thon to support our annual Summer Lessons Outreach Lessons and swimming scholarships.

***A successful Swim-A-Thon will ensure ongoing, effective, and professionally delivered aquatic programs, expansion and support the operational expenses of the organization.*** Most importantly it covers short falls in our operating budget, as dues alone will never cover all costs of maintaining pools and running a high-quality swim program. This fundraiser 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 providing top-notch program administration and communication. Crawfish Aquatics also utilizes funds from the Swim-A-Thon to support our swimming scholarships for lessons and swim team members in need of reduced tuition.

**Our Team Goal is to have 100% participation AND  
for each family to raise \$300+ in the Swim-A-Thon.**

## Important Dates & Deadlines

- March 18- all registered by this date will be entered to win a technical swim lesson with Coach Billy (BR) or Coach Thomas (Lafayette). *Drawing at 8pm and announced on socials.*
- March 24, 25, 26, 27- Registered athletes will be entered into drawing for \$25 Swim Outlet gift card each day during the week. The earlier you are signed up, the more entries you will get to the drawing as we will continue to add the full list of names each day.
- April 11- Corporate Sponsorships due (to be included in banner/t-shirt/web placements)
  - [Purchase a Corporate Sponsorship here](#)
- April 11- Must register or purchase an Event shirt by this date for guaranteed delivery at SAT. Each swimmer receives a shirt with registration. [Supporters purchase shirts here.](#)
- April 12-May 2- Late Registration; event shirts may be distributed following event (TBD)
- May 3- Swim-A-Thon at both BR and Lafayette locations. *Swim Assignments will be done by group & location and announced soon.*
- May 16- Deadline to submit funds towards award totals.
- June 1- Fundraising invoices will be posted and processed with June 1 invoices.

## Swim-A-Thon Corporate Sponsorships Now Available

We are seeking corporate sponsorships to support this event and help us achieve our fundraising goals. By partnering with local businesses, we can enhance the success of our event while providing valuable exposure and positive brand association for our sponsors.

Three Sponsor Levels are available- limited number of Gold & Silver level! Must be purchased by April 11 to allow time for design & printing. See details and how to purchase [here](#).

## ACTIONS to get started and help make a successful event.

[Register on our SAT website](#)

- **Step 1:** Register each individual for the Event. Event shirt is included with your \$50 registration fee. Even if you cannot attend, please register & support the event!  
*Make up dates will be offered.*
- **Step 2:** From there, keep the momentum rolling by creating your personal fundraising page and raising more funds for your team. Send out emails, share on social media, ask in person, send letters, etc! *Check for a company matching program!*
- **Step 3:** Purchase additional event shirts for parents & fans AND bid on some specialty Crawfish Aquatics items in the auction- this will open the week of the event!
- **Don't Delay!** Each registrant is entered to win Raffle prizes being drawn between March 24-27 AND earn additional prizes through getting on the Wall of Fame!

## 100% Tax Deductible

Crawfish Agape International, 501(c)(3) is the non-profit arm of Crawfish Aquatics. Agape supports our community outreach efforts by providing funds for outreach lessons, free water safety presentations and education in schools and direct support of Crawfish Aquatics. Crawfish Agape EIN 47-3606420. **Corporate matching is also available.**

## How are funds raised through the Swim-A-Thon?

- Supporters 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.
- Supporters can also pledge a dollar amount per lap your child swims at the Swim-A-Thon. Following the event, they can mail check payment OR if "credit card" was selected, SAT admin will process their donation payment following the event.
- Checks and cash donations can be accepted. Rather than the sponsor doing that on your fundraising page, you will collect and add this donation to your personal page before turning in.
- Donations made to one swimmer CAN be split among siblings; you would need to notify admin when receiving your email donation receipt.
- There are resources on using the personal fundraising page, what to do with checks/cash received and helpful items for soliciting sponsors on the SAT website.

## Turning in Funds, Prizes, Fundraising Balance Invoices

- Check/Cash donations received can be turned in as they are received prior to the Swim-A-Thon, the day of the event, or by May 16 to be counted toward Prize totals.
- Prizes will be determined based on the funds turned & announced May 20.
- 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 enrollment agreements or the Resources section (under Swim Team) of our website.

## Swim-A-Thon Wall of Fame & Top Prizes

- **Gold: \$1200+.** \$100 to Swim Outlet, plus the Bronze & Silver level prizes.
- **Silver: \$900-\$1199.** CA Sweatpants, plus Bronze prize.
- **Bronze: \$600-\$899.** Arena pro goggles.
- See the Swim-A-Thon website [Swimmer Center](#) for images & details

**Top fundraiser receives an ultimate Arena prize package plus Gold, Silver, Bronze prizes.**

## 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	
Senior B,W, R	200	Senior Black	200
Junior Black	200	Senior White	200
Junior W & R	160-200	Senior Red	160-200
HS Group	160-200	Junior Black	200
AG-1	80-120	Junior Red	150
AG-2	100-140	8 & U	40-60
AG-3	160-200		
9 & U- 1	40		
9 & U- 2	60-80		
9 & U- 3	80-100		
Novice, 5-9	20-40		
Novice, 9-14	40-80		