

HOW TO RUN

A SWIM-A-THON FUNDRAISER



Swim-a-thons are extremely effective fundraisers since they benefit both your school and the participants.

Here, we'll show you the A-Z of swim-a-thons, including planning, tracking donations, and ideas on how to organize and promote it.

Swim a-Thon

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What is a Swim-a-Thon?

A swim-a-thon is a straightforward type of a-thon. It works similarly to any running fundraising event, except you're swimming instead of running.

For PTAs, they're simple to organize, since all you need is a pool or body of water. For participants, they're a bit more original than standard walk-a-thons or jog-a-thons.

Swim-a-Thon Goals & Rules

Length

The main thing you have to plan for a swim-a-thon is the length or your route. Consider how accessible you want the event to be.



Other Considerations

If you want the swim-a-thon to be open to more people, you can allow participants to use swim aids.

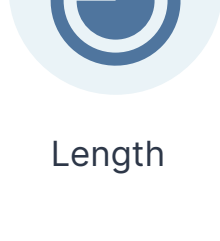
Swimming Goal

Your swim-a-thon will have a pre-determined length, so the swimming goal for participants should be to complete the distance or number of laps.

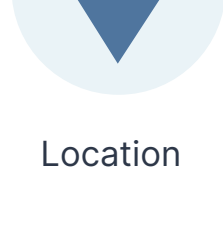


Recommended Starting Rules

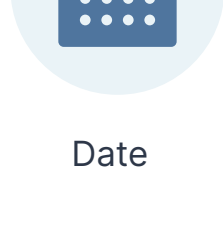
Decide the following before you start telling students about the swim-a-thon:



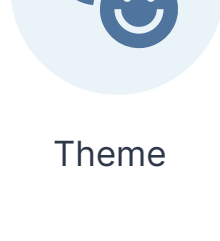
Length



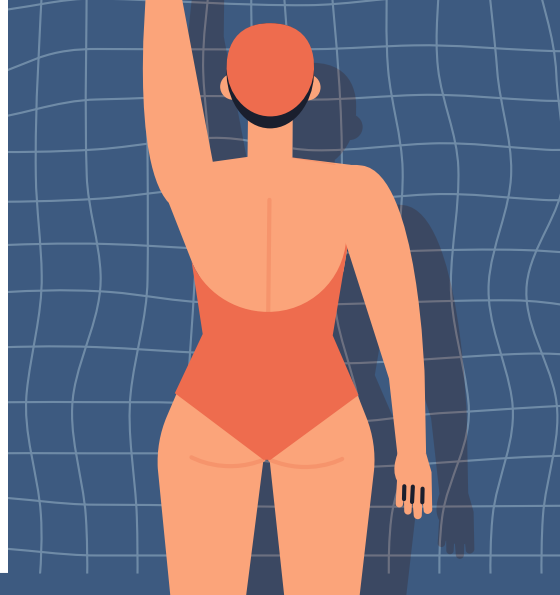
Location



Date



Theme



- Hold the swim-a-thon on a weekend, either Saturday or Sunday.
- Because swim-a-thons work best on the weekend, tell people about the fundraiser at least 1 month in advance, so they can add it to their schedule.
- Choose a distance between 1 and 10 laps.
- Give participants ample time to complete the swim. If you're using a pool, you'll need to plan swim times for each participant.

What Do You Need to Run a Swim-a-Thon?

Power it With FutureFund

FutureFund's built-in pledge campaigns allow you to easily collect money and keep donations/pledges organized. Since parents cover payment processing fees, 100% of the funds raised go to your school!



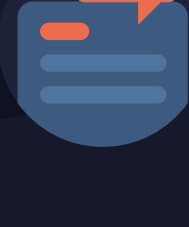
FutureFund is easy to use

FutureFund makes running a swim-a-thon easy for everyone. Easier for PTAs to run, for students and parents to participate, and for donors to donate.



Accept online donations

Instead of dealing with paper pledge forms and cash and cheques, FutureFund takes the process online. Donors can donate instantly online with their credit or debit cards.



A single tool to power your entire Swim-a-thon!

FutureFund makes it easy to track how the fundraiser is going. Easily view how much money has been raised and more with detailed reporting.

Swim-a-Thon Templates & Resources

Sample swim-a-thon rules

These rules are a great starting point for organizing your swim-a-thon.

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To participate in the swim-a-thon, you sign up through FutureFund by [date]. The swim-a-thon is on [date], so make sure you block it off in your calendar! And don't forget to tell your family that you're fundraising, so they can donate (ask your parents for help, so they can ask their friends and coworkers too!).

All donations will be collected through FutureFund through this link: [link].

Sample swim-a-thon event description

Unsure of where to start? Use this sample student and parent messaging to get the ball rolling!

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Let's make a splash! On [date], [school name] will be hosting a swim-a-thon to help fundraise for [cause]. You can help by joining our swim! Parents, each student will be collecting pledges online through FutureFund: [link]. Please spread the word to your family, friends, and coworkers to help make this fundraiser a success!

Set up online pledges with FutureFund

Let parents and supporters donate online with FutureFund's online pledges.

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Make your donation easily and instantly! Click this [link] to make your donation through secure credit or debit card payment.

If you prefer to donate by cash or check, just donate directly to the student you're supporting. Thank you for your support!

Swim-a-Thon Theme Ideas

