



## Arnprior Bluefish Swim Club

# SWIM-A-THON 2018

April 3rd, 4th, and 5th

## Shore to Shore

This year's Swim-a-thon theme is "Shore-to-Shore". It is approximately 2.5km across the mighty Ottawa River from the beach at Robert Simpson Park to the Quebec shoreline. Our swimmers will be trying to swim that distance and back again for a total distance of 5km within a 2 hour time limit.



## What is Swim-a-thon?

As a member of Swim Canada, the Bluefish Swim Club is required to participate in a Swim-a-thon fundraiser annually. The Swim-a-thon is a fun and easy way to raise money for our swim club in order to keep our fees lower and the program more accessible. Bluefish swimmers solicit donations by attempting to complete 200 lengths of the Arnprior pool for a total distance of 5km within 2 hours. Swim Canada returns 90% of the funds raised back to our club.

## What's our Goal?

Our goal this year is to reach \$13,000. We can do it! In order to achieve this, each swimmer in the club should set a goal to raise \$250 over the 10 week period we have leading up to the Swim-a-thon.

There will be prizes awarded throughout the fundraising period:

- One weekly prize for swimmer who brings in the most funds each week
- Gold, silver, and bronze prizes will be awarded at the end of the campaign to the top three fundraisers

## Where and When?

Bluefish swimmers will be on deck to attempt the Swim-a-thon on April 3rd, 4th, or 5th from 3:15 pm until 5:15 pm at the Nick Smith Centre pool. Bluefish members should be on deck and ready to swim by 3:00pm. Each swimmer will aim to complete their 200 laps within these 2 hours. This is no easy task and the kids deserve our full support!

## What we need from you, the Bluefish Parent?



Our kids work really hard in the pool each week, and in the Swim-a-thon they will push themselves to swim 5km in under two hours! They dedicate themselves to do this for the good of the club and will need your support in raising funds to continue our great programs. As with past years, there will be an opportunity again to collect donations at community tables. This is a great way for kids to quickly attain their fundraising goals.

In addition, you as a parent can earn volunteer points by helping to count lengths during one of the

3 Swim-a-thon nights and coaches will advise which of the dates your swimmer will be participating.

## Social Media

Help your kids fundraise for this year's Arnprior Bluefish Swim-a-thon by tapping into your social circles. The Swim-a-thon website now makes it simple to solicit donations through the social media networks of your choice. After registering your swimmer you will receive an email from the Swim-a-thon website. It will provide a link to your swimmer's profile where you can find simple social media buttons that will allow you to tailor and share the Swim-a-thon through Facebook, Twitter, and other social networks.



The screenshot shows a fundraising profile for the Arnprior Bluefish Swim-A-Thon 2016. At the top, there is a blue banner with a red maple leaf logo and the text "SWIM-A·THON NAGE·O·THON". Below the banner, there is a red button that says "CLICK HERE TO SPONSOR OAR". The profile includes a silhouette of a swimmer, a fundraising goal of \$500, and a total raised of \$0. A progress bar shows 0.00% completion, with a note that the swimmer "has not raised anything yet!". The event details are: Fundraiser Ends: May 27, 2016; Event Date: Wed May 25 & Thurs May 26; Time: 3:30 to 5:30pm; Location: Nick Smith Centre. There is also a section for "OAR's Sponsors" and "Invite Your Friends & Family to Donate" with social media sharing options for Facebook, Twitter, Email, and Aol.

## Let's get Started!

We need the support of friends, family, and the community to reach our targets. This year's timeline is shorter than previous years, so let's get started right away! Ideally, pledges should be submitted before the Swim-a-thon takes place. Please refer to the Arnprior Bluefish Website (<http://arnpriorbluefish.net>) for registration instructions, pledge forms, and updates.

## Questions?

Please contact Rhonda Sawyer, (613) 402-0813.