



FUNDRAISING TOOLKIT

Thank you for supporting the 5th-Annual Swim 24Challenge. The Swim 24Challenge is not only an inspiring endurance event, but it is also an awesome way to give back to a good cause. We have partnered with the Prevent Drowning Foundation of San Diego, and their Waterproofing America Initiative to give children swimming lessons who otherwise couldn't afford it.

To date, the Swim 24Challenge has raised \$400,000 to support drowning prevention. This year we hope to raise an additional \$100,000. With your help, we can do it! This guide offers fundraising tips & tools to help you and your team reach & exceed your \$1,200 goal. Remember: just \$100 will teach a child to swim. How many lives will your team save?

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Creating your Fundraising Page

By clicking the “SIGN UP” button on www.swim24.org, you will be walked through an event registration process that will automatically create a generic fundraising page for you. You can edit it, add photos, a personal story explaining why this cause is so important to you, or many other details. Personalized pages raise more money than a generic page, so decorate it and make it your own! You can send that personalized fundraising page link to your friends, family, and coworkers via social media and email, so they can give donations of any amount and it will be credited to you as a fundraiser. The more money your team collects from donors the more “swag” you will receive on event day. You might even win the award for Highest Individual Fundraiser or Top Overall Team!

Corporate Matching

Most corporations have donation matching programs for their employees. Check with your Manager, human resources department, or community giving department. Make sure you inform them of your participation in the Swim 24Challenge, and let them know the proceeds go to the Prevent Drowning Foundation of San Diego, Tax ID: 26-4824510. You may even meet more people who want to participate with you in the Swim 24Challenge.

Fundraising Events with Local Businesses

There are hundreds of local businesses who would be happy to help a great cause. Many of them are willing to donate a percentage of their sales to charity. Below are just a few local businesses willing to help build your team fundraising goal. Use the following tax ID number so businesses can verify their donation is going to the right place: Prevent Drowning Foundation of San Diego, Tax ID: 26-4824510. Don't forget to ask them to post a flyer at their location. Should you need additional information for an application, contact the Event Coordinator, Ross Martin, at ross@enduragive.org.

Chili's - Give Back Nights: <https://www.qdi.com/Chilis/CHGiveBackOrgGuide.pdf>

Krispy Crème Donuts- Fundraising in a box: <https://www.krispykreme.com/Fundraising/How-It-Works>

Rubio's- Nightly Fundraiser: <https://www.rubios.com/fundraisers>

Slater's 50/50- <https://slaters5050.com/community-sponsorships-fundraisers-and-donations>

Corvette Diner- <http://www.cohnrestaurants.com/corvettediner/fun-raisers>

Jasmine Seafood- <http://jasmineseafood.com/planning-an-event/fundraising>

Donation Checks

Some people still like to write checks! Especially, grandparents and grant givers. If you receive personal checks from donors or a grant from a business or foundation, you can have the checks mailed directly to the Prevent Drowning Foundation of San Diego. **Make sure Swim 24Challenge and your team name is noted in the memo of the check.** Also, please make sure you inform the Event Coordinator, Ross Martin, via email (ross@enduragive.org) to credit your team for the donation.

Checks can be mailed to:

Prevent Drowning Foundation of San Diego
Attn: Swim 24Challenge
PO Box 90622
San Diego, CA 92169



Dear Friends,

Did you know that drowning is the second leading cause of accidental death among children, and the leading cause of death for minority children and toddlers? There is something we can do about it. Drowning is preventable.

I have decided to participate in a local fundraising event called the Swim 24Challenge. I have joined a team of swimmers who together will swim non-stop for 24 hours in a competition with other teams to raise money to support drowning prevention.

Each swimmer must raise a minimum of \$100. The average cost to teach a child to swim is \$100, so each member of a team will raise enough money to save at least one life. Funds raised at the Swim 24Challenge will go toward drowning prevention and aquatic safety activities through the **Drowning Prevention Foundation of San Diego**.

You can donate online to our team fundraising page at [\[Add personal fundraising page link\]](#). Visit <http://www.swim24.org> to learn more about this cause. If you would like to attend the event, my team will be competing at The Boys and Girls Club of San Dieguito in Solana Beach from noon August 11th to noon August 12th. Please call or email me with questions.

Thanks and wish me luck!

Name

Phone Number

Team Name

VIP Team Fundraising Levels

Lifeguard Level: \$5,000 minimum

Swim 24Challenge Tee
Sponsor Swag Bag
Swim 24Challenge lounge access
Complimentary Massages

Olympian Level: \$10,000 Minimum

Swim 24Challenge Tee
Swim 24Challenge Trucker Hat
Sponsor Swag Bag
Swim 24Challenge lounge access
Reserved Lane (applicable if more than 20
teams register)
Complimentary Massages

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