



# Munster Swim Club

## FUNDRAISING POLICY

### 2007/2008

Munster Swim Club has included a Fundraising Policy as part of the fee structure for the 2007/2008 winter and summer seasons. This policy was enacted for two reasons:

- 1) To even out the fundraising burden over the entire club (last year only 30% of the membership participated in our fundraising efforts). A swimmer's training fees plus fundraising obligation will equal the amount needed by MSC to cover costs for that swimmer for each season. In effect, every swimmer will pay their true fees necessary to run the club.
- 2) The fundraising policy will give families the CHOICE of:
  - Paying up front and doing no fundraising.
  - Participating in fundraising up to fundraising requirement; thus getting the fundraising deposit check returned.
  - Participating in fundraising past the fundraising requirement; thus getting the fundraising deposit check returned PLUS earning additional money to be credited to your account. This money can be used for outstanding balances, escrow, or future training fees.
  - A fundraising amount will be determined each season for each training group. This fundraising amount is PER SWIMMER (not per family).
  - At sign ups you will be required to write a check for your entire fundraising obligation dated 2/4/08.
    - 1) If you do no fundraising, your check will be cashed on 2/4/08.
    - 2) If you meet or exceed your fundraising obligation this season, your check will be returned after 2/4/08.
    - 3) If you participate in some fundraising but do not meet your fundraising obligation, you will be contacted by the Director of Fundraising. After you pay the balance of your fundraising obligation, your original check will be returned.

Munster Swim Club will offer several opportunities for each family to earn their fundraising deposit. These will include, but not be limited to:

- 1) **AD BOOK SALES** This has traditionally been our largest fundraiser. In the past, each family has been required to buy at least one ad--this year we are doing away with this requirement. However, ad book sales are still the easiest way to fulfill your fundraising obligation. Ads range from \$75 (1/8th page), to \$250 (whole page), to \$1500 (cover page). Any amount that you collect in ad book sales will be credited 100 % to your account up to BUT NOT EXCEEDING your fundraising obligation.
  - *Please note: Before selling any new ads, you must consult last year's ad sale page. You may not approach a business, etc. that has been already taken by another family.*
  - The easiest way of doing ad book sales is to write a cover letter to include with the ad book sales page and hand deliver or send to any contacts you may have. Include your doctor, dentist, hairdresser, lawn service, insurance agent, small area businesses, relatives and neighbors, etc.
  - Ad book sales need to be done immediately. **Last day to turn in ads is 10/13/07.**

(OVER)

- 2) **SWIM-O-RAMA PLEDGES** This is also a very easy fundraiser, and one that the kids can actually do themselves. The swimmers collect pledges (either by lap or flat rate) and participate in the Swim-o-rama scheduled for **November 16 2007**. Any amount collected from pledges will be credited 100% to your account up to your fundraising obligation. Once your fundraising obligation is met (in any way), 50% of your Swim-o-rama pledges will be credited to your account. Additionally, there will be many FUN incentives for your swimmer to earn money by participating in the Swim-o-rama.
- 3) **TBA** We plan on offering one additional fundraiser during January for those members who did not have the opportunity to meet their fundraising obligation and for those members that would like to earn extra money to be credited to their account. Details of this fundraiser will be announced later in the fall.

## FUNDRAISING EXAMPLES

*If your fundraising obligation is \$200.00:*

- 1) Your check (in this case not post-dated) you write at sign-ups for \$200.00 is cashed and you have no further obligation.
  - 2) You sell two ads for \$75.00 each. \$150.00 is credited to your fundraising obligation. You do no further fundraising. In February, you will owe MSC \$50 (your original .post-dated check will be returned.)
  - 3) You sell two ads for \$75.00 each. \$150.00 is credited to your fundraising obligation. Your swimmer earns \$250.00 in Swim-o-Rama pledges - \$50.00 is credited to your fundraising obligation (which completes your obligation), and half of the remaining money, \$100.00, is credited to your MSC account.
  - 4) You sell ads worth \$500.00. \$200.00 is credited to your fundraising obligation. The extra money you have earned in ad book sales are contributed to the club, but not credited to your account. Your fundraising obligation is complete.
  - 5) You sell ads worth \$500.00. \$200.00 is credited to your fundraising obligation. The extra money you have earned in ad book sales are contributed to the club, but not credited to your account. Your fundraising obligation is complete. Your swimmer then earns \$250.00 in Swim-o-Rama pledges - \$125.00 is credited to your MSC account.
- \*\* Once your fundraising obligation is met, anything you earn, up to the percentage determined (EXCLUDING extra ad sales), will be credited to your MSC account.

Any questions about the Fundraising Policy can be directed to:

Jeff Weingard, Director of Fundraising

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