

Thank you for registering for the 2018 LKSA Swim-a-thon!



Get started with your own fundraising page!
Below are some helpful tips to ensure your success:

1. **Create and Personalize your page**

Once you have registered for the Swim-a-thon, you are ready to create your own fundraising page! Customize your page by uploading your photo, adding a title, and writing a personal message to tell supporters about the cause you are supporting. Show your friends and family why you are inspired to swim for aquatics scholarships at the JCC Chicago, and the same will inspire them!

2. **Set a fundraising goal**

Set a target goal for your fundraising – all of your hard work is worth something, so put a dollar value on it! Communicating a fundraising goal lets your donors know that you have a personal target to achieve and shows that you are serious about your fundraising. Set your goal to a level that will allow your supporters to feel part of your exciting success.

3. **Set a fundraising plan to achieve your goal**

Plan out **how** you will achieve your fundraising goal. Will you ask friends, family and colleagues for donations? Will you invite people to come watch you swim, host an event, or ask for donations to your page instead of Birthday or holiday gifts this year? Whatever you decide, have a plan in place to keep you motivated, on track and headed towards your goal!

4. **Promote your efforts**

Make sure you let your friends, family and neighbours know about the awesome cause you are supporting! Remember to share your goals and inform people about the J's All-In Swim program, and why it is so important.

Great ways to promote include:

- Use social media! Post on your Facebook, Instagram, Twitter and Snapchat to help spread the word. If you don't have your own account, ask your parents or siblings to post for you.
- Send an email to your contacts
- Tell your friends at school and teachers, and share your fundraising page with them

Don't forget to make all your promotions personal and interesting for your readers, and make sure you provide the link to your fundraising webpage.

5. **Sponsor yourself!**

Make a personal donation upon entering or sponsor yourself on your fundraising page. If you are asking for donations, lead by example.

6. **Have fun!**

Remember, the more you raise the more you win! Any fundraising you can do is greatly appreciated by the JCC. We are so excited to have you swim with us. Please enjoy the experience and let us know if you have any questions.

Questions about your fundraising efforts or supporter page? Contact our development team at (224) 406-9228.