

Get excited for the 2024 (first annual) Evergreen Swim Team Swim-a-Thon!



HURRICANES
EVERGREEN

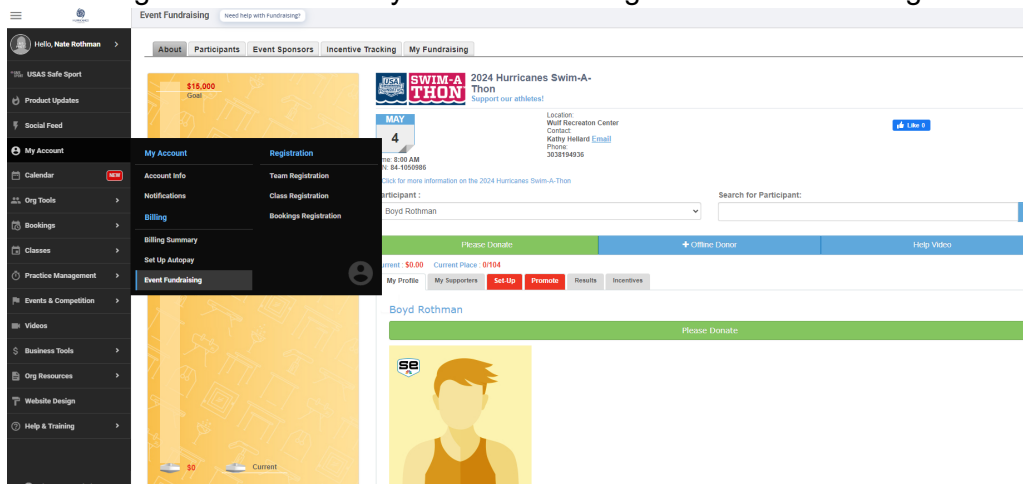
The swim-a-thon will conveniently be managed electronically – no need for cash envelopes or pledge forms or tracking down donors the old fashioned way.

See below for instructions, tips and tricks for setting up your swimmer's donation page. It is very intuitive and can be done in a matter of minutes. Have fun with it, engage your swimmer in helping, and we'll see you in the pool on May 4th!

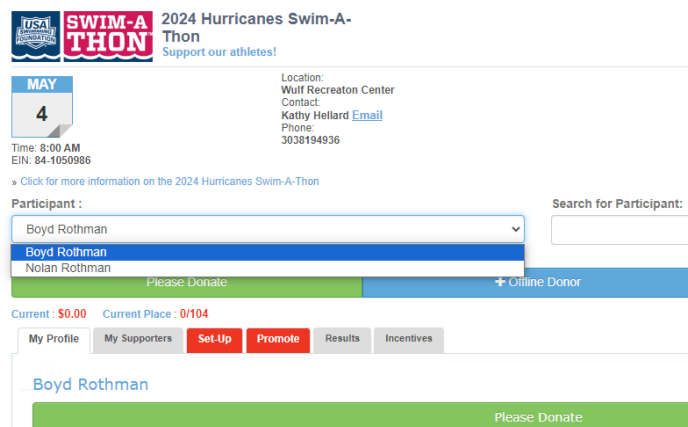


Please reach out to Kelly Rothman at kelrothman@gmail.com or 303-725-0502 with any questions

1. After logging in to Team Unify, find your swimmer already loaded in to the “event fundraising” section. Go to My Account → Billing → Event Fundraising.



*If you have multiple children, use the drop down to view each swimmer's profile:



- Click the red “Set-up” button to build your child’s profile. You can individualize your swimmer’s earning goal, select a shirt size, and draft a message to friends/families/donors OR select from an available template.

The screenshot shows the 'Set-Up' tab for a swimmer's profile. At the top, there are three buttons: 'Please Donate' (green), '+ Offline Donor' (blue), and 'Help Video' (blue). Below these, the current status is shown as 'Current: \$0.00' and 'Current Place: 0/104'. The navigation tabs include 'My Profile', 'My Supporters', 'Set-Up' (highlighted in red), 'Promote', 'Results', and 'Incentives'.

The profile name is 'Boyd Rothman'. The 'Goal Amount' is set to '\$ 1000.00'. The 'Shirt Size' is 'Youth Medium' and the 'Display' name is 'First Name'. There is a photo of a young boy wearing goggles and holding a yellow swim cap. The 'Message to be posted on My Profile tab' section has a 'Pick Template:' dropdown set to '--SELECT--' and a 'Message:' text area containing the text: 'Hi family, friends, and FANS! I have been swimming a little while now and I absolutely love this sport. It has taught me determination, perseverance, hard work, committing to a goal, to never give up, and to humbly accept either defeat or a win. I can't stay out of the water.'

*Don't forget to add photos and links to facebook or twitter pages if desired.

- Under the “Promote” tab, you can easily share your donation profile page with your social media accounts or use this as a direct email feature.

The screenshot shows the 'Promote' tab for the same swimmer's profile. The navigation tabs include 'My Profile', 'My Supporters', 'Set-Up', 'Promote' (highlighted in red), 'Results', and 'Incentives'. Below the tabs are three options: 'Enter Emails', 'Social' (highlighted in blue), and 'Invite List'.

The 'facebook' section is active, with a 'Share' button. The text says 'Send to your friends or share a link on Facebook'. Under 'How it works:', there is a dropdown menu for 'In a private Message' with options: 'On your own Wall', 'On a friend's Wall', 'In a group', and 'In a private Message' (checked). A preview window shows a 'Share: In a private Message' dialog with fields for 'Enter a friend's name' and 'Write Something', and 'Share Link' and 'Cancel' buttons. A yellow box at the bottom explains: 'Please click anywhere on this image and a new Facebook powered window will enable you to send a message to your own Facebook Wall or your friend's Wall or group Wall of your choice. Once this window is open, you can search for more than one destination and keep posting your message. Leverage this tool to improve visibility for your fundraising efforts.'

Current : \$0.00 Current Place : 0/104

My Profile My Supporters **Set-Up** Promote Results Incentives

Enter Emails Social Invite List

All Donors (this event) All Donors (ever)

+ Add New Delete Selected Email Selected

[ALL] A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

<input type="checkbox"/> Name	Email / Phone	Address	Donor this event	Donor ever
<input checked="" type="checkbox"/> Kelly Rothman	kelrothman@gmail.com 303-725-0502		N	N
<input checked="" type="checkbox"/> Nate Rothman	nate.m.rothman@gmail.com 303-704-3889		N	N

4. Finally, the incentives tab can be used to track the days until the event, and your swimmer's progress towards earning PRIZES! There are both Evergreen Hurricanes specific prizes and prizes granted from USA swimming.

Please Donate + Offline Donor

Current : \$0.00 Current Place : 0/104

My Profile My Supporters **Set-Up** **Promote** Results Incentives

Boyd Rothman

Keep Promoting Days Left: 42

Hurricane Incentives This incentive is manually calculated

Level Description	Image	Give Away Description	Value
Hurricane Force Donation	No Image	Personalized Swim Cap	\$200.00
Participation on Day of Event	No Image	Swim-a-thon Tshirt	\$25.00

USA Swimming Foundation \$ to next level: **\$800.00**
Swim-A-Thon

Current : \$0.00 Current Place : 0/104

- My Profile
- My Supporters
- Set-Up
- Promote
- Results
- Incentives

Boyd Rothman

Keep Promoting

Days Left: 42

Hurricane Incentives This incentive is manually calculated

USA Swimming Foundation Swim-A-Thon \$ to next level: \$800.00

Amount	Range	Image	Description	Price
\$1,400.00	\$1,400+		*NEW* Puffy Outdoor Blanket	\$15.00
\$400.00	\$400 - \$599.99		Latex Swim-A-Thon Cap	\$5.00
\$600.00	\$600 - \$799.99		*NEW* 24 oz. Carabiner Water Bottle	\$5.00
\$1,100.00	\$1,100-1,399.99		*NEW* Oversized 100% UVA/UVB Sunglasses	\$5.00

To:

Email Recipients

	First Name	Last Name	Email
1	Kelly	Rothman	kelrothman@gmail.com
2	Nate	Rothman	nate.m.rothman@gmail.co

* Reply To Name:

Nate Rothman

* Reply To Email:

nate.m.rothman@gmail.com

Pick Template:

--SELECT--

* Subject:

Rich text editor toolbar with options for Source, Bold, Italic, Underline, Strikethrough, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Find, Print, and Font settings.

Hi friends - please donate for Boyd's Swim-a-Thon!

body p

Email NOW

* On the left hand side of the screen you'll see a lane-line grow as our team works to meet our goal of 15,000\$!

Event Fundraising sidebar with navigation tabs (About, Participants, Event Sponsors, Incentive Tracking, My Profile) and a progress bar showing \$0 current towards a \$15,000 goal. Includes a calendar for May 4th and a list of participants.

