

SAMPLE LETTER TO YOUR CLUB MEMBERSHIP

TO: All Club Swimmers and Parents
FROM: Your Swim for Hope Committee (list names if you like)
RE: Swim for Hope 2010

On March 19th, our club will be participating in the 14th Annual Swim for Hope, a joint project of the Dr. H. Bliss Murphy Cancer Care Foundation and Swimming Newfoundland and Labrador. Fourteen swim clubs across the province are participating in this project which has raised over \$800,000 since its inception in 1996. The tremendous efforts of all our swimming families, has helped to raise the profile of the Swim for Hope in our community over the years. We should all be proud of our continued involvement and achievements, and what it means to how our sport is viewed in our community.

What is Swim For Hope?

The event is a 12 hour continuous relay which will begin on March 19th through March 20th at our pool. All swimmers are expected to take part, including pre-competitive and ICS swimmers. We understand that the younger swimmers may not be able to stay up all night, and this is a parental decision. Refreshments will be provided during the night. For the event, our club will be divided into teams, equal by age and swimming ability, as determined by our coaches.

Information Packages.

With this memo, you should have: pledge sheets (2 sheets per swimmer), information on the Dr. H. Bliss Murphy Cancer Care Foundation and corporate sponsor letters for each swimmer in the family. Sponsor letters and pledge sheets are not to be photocopied, so please ask for extras as you need them.

Where can I go for pledges?

Take your pledge sheets to work, school, or to your family members/friends. You can go door to door, to your local convenience store, drug store, hardware store, hair salon or anywhere else you and your family spend a lot of time (and money). If they can't give you cash at this time, ask for something to be used in the overnight prize draw. Do you have friends or family with a business that would sponsor you? Don't be afraid to ask--the worst they can say is no.

Pledge Sheets

All pledges, including corporate sponsors, will go on your pledge sheets. It is easier to keep track and to issue receipts if you keep your corporate sponsors on a separate sheet. **All money, including corporate cheques, must be turned in on the 19th with your pledge sheets in order to be eligible for prizes.** If possible, please try to cash in your coin and write a cheque for that amount. Please have your pledge sheets and pledges in a zip lock bag with the total collected visible. Please follow the instructions on the pledge sheets. **Do not make copies of the Pledge Sheet.** Please ask for more if you need them.

Blitz

Details of when your team will be taking part in your Pledge Blitz will be given to you by your club. On Blitz Day, please wear team clothing (if weather permits). The total amount raised during the Blitz will be divided by the number of swimmers who participate so that everyone will have an equal amount towards their \$50.00 SFH participation entry fee. All swimmers, including pre-competitive and ICS, are expected to participate.

Refreshments

We hope to have our local Subway on board to provide sub sandwiches for our swimmers again this year. In addition, each family will be contacted and asked to provide something for the swimmers and volunteers during the night. If you have know of a local company who would like to be a food sponsor, kindly contact a committee member.

We ask you all to remember that the *Swim For Hope* is a Team Activity and that all families are expected to participate in this worthwhile event. **There is a registration fee of \$5.00 to participate in Swim for Hope. However, if you raise \$50.00 in pledges/sponsors the registration fee is waived and you receive a 2010 Swim For Hope T-Shirt.** All monies raised by the *Swim For Hope* are split 50/50 between the Dr. H. Bliss Murphy Cancer care Foundation and the participating clubs of Swimming Newfoundland and Labrador. The event not only supports cancer patients and their families in Newfoundland and Labrador, but it also has the potential to be our clubs' biggest fund-raiser for the year.

If you have any questions please contact any member of your organizing committee.

Thank you for your support!