



The 2009-10 TOP\$wim is here! Mark your calendar for December 16!

The TOP\$wim event is our only major fundraiser of the year. Participants get pledges from family, friends, business and neighbors to swim as many laps as possible in two hours, with a maximum of 200. Not only is TOP\$wim an excellent fundraiser for our club, it is a great opportunity to boost team spirit and increase community awareness.

Last year's TOP\$wim raised almost \$16,000. While it was a huge success, it could have been better as only half of TOP's swimmers participated. For us to be successful, we need everyone to participate. Our goal is for each of our swimmers to participate and raise at least \$200.

We have a new process for the fundraiser in our efforts to go green. We are doing away with packets, paperwork and mailings. We have switched to an online system by using a program called activeGiving.

You will receive an email with a link and step-by-step instructions to help your swimmer set up his/her own fundraising page. Once you establish your page, you will be able to send out emails to as many donors as you like linking them to your fundraising page. With just a few clicks, they will be able to make contributions to TOP\$wim.

All donations are made in the swimmer's name and will be paid directly to the TOPS YMCA Swim Team. The website is secure, fast and easy to use. Collecting contributions online is an easy way for people to support our team. If you are unable to participate online or need help contacting donors who do not have internet access, please let us know and we can provide you with the necessary information and materials.

You will receive information on how to get started online before the end of this week. For now, mark Wednesday, December 16 on your calendar as the actual swim-a-thon event. Following the event, there will be a team pizza party to celebrate!

Sincerely,

Eric Meyer
Head Coach
TOPS YMCA Swim Team



West Cook YMCA

We build strong kids, strong families, strong communities