2027

FUNDRAISING
HANDBOOK

POINT TO LA POINTE

2.1 MILE OPEN WATER SWIM

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WELCOME
MESSAGE

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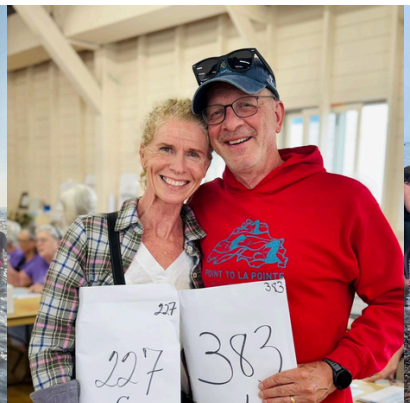
We are so grateful that you are joining us for the 2027 Point to La Pointe Open Water Swim and that you are choosing to fundraise for your registration. As a fundraising participant, you are an integral part of our success. Each dollar you raise goes directly to support programs for youth, adults, families and seniors.

We know that fundraising is a skill- If you would like support building those skills or a little guidance on how you might get started - We're here so that you can be successful and have a great experience!

You can choose to follow this fundraising guide or do it in a totally different way that works for you. Use what works for you and leave the rest.

Your swim from Bayfield to the town of La Pointe on Madeline Island will be well supported by volunteer kayakers and boaters, coast guard, start and finish line coordinators, the support of your friends cheering you on through training, AND you have the extra support from the people in your network who donate to your fundraising campaign. You have so many layers of support!

We are 100% on your team! Please reach out for support and with celebrations!



ABOUT
RECREATION AND FITNESS RESOURCES

We are Recreation and Fitness Resources, a non-profit organization based in Bayfield, WI. Our goal is to provide affordable programs, classes, and events that promote healthful, fun, and active lifestyles. We operate the Bayfield Rec Center, Bayfield Rec Sailing, and the Point to La Pointe Open Water Swim.

Our programs, classes, and activities provide much needed economic support to our small communities and our Fundraising Events allow us to maintain operations and provide financial scholarships to families and individuals who could not otherwise have access. For youth, our programs like swimming and sailing lessons, help children develop independence, self-reliance, and confidence. For seniors our Silver Sneaker's and Aqua Fit classes help seniors maintain cognitive abilities, physical strength, and provide a place to socialize and gather. For families, our pool provides a safe environment in which families can enjoy time together. For the local economy – our events provide a much-needed economic boost. Hotels and campgrounds are sold out the weekend of the swim and restaurants, bars, and local stores receive an influx of visitors and shoppers.

Our 25-meter pool (The only one in a 70-mile radius available to the public) provides a training venue for a variety of entities and organizations like Fire and EMS services, The National Park Service, Kayak Outfitters, who use our pool to keep their staff trained and certified in CPR, AED, SCUBA, Lifeguarding, Rescue Readiness and more. Thank you for participating in the 2027 Point to La Pointe Open Water Swim and helping us continue our mission. You can find out more about us by visiting our website www.Bayfieldrec.org.

FUNDRAISING
SUPPORT GUIDE

You are required to fundraise a minimum of $500 by June 1st to validate your registration and swim the race. You already paid $100 at registration so your minimum amount to fundraise is $400. We encourage you to fundraise more than the $500 as a contribution to the Bayfield Rec Center.

Drafting a Simple Fundraising Plan
You can start by setting a finish date for your goal and then working backward to determine your launch date. Make time in your calendar after the campaign ends to celebrate your achievement and thank your network for their support.

Draft your campaign text
Crafting your personal story. It should be brief, but compelling, about WHY you are swimming and fundraising. People want to be brought into your experience and share this with you, rather than just donating to a random fund. Crafting personal narrative can be very helpful in connecting to people and moving them to donating to your campgain.

You likely already talk about why you love swimming, Lake Superior, and community based recreation so you're well on your way to writing it out in a way that is clear and compelling.

Setting Goals
Set your fundraising goal on the website Race Roster as all donations should be funneled through this portal. You must raise and additional $400 by June 1st but ideally you will aim higher to motivate yourself and your supporters. To give you an idea of what is possible - In 2026 the top fundraiser raised $3,180 and in total all the fundraisers raised over $125,000.

To recognize exceptional fundraising and inspire you to aim high, exclusive awards will be presented at the following fundraising levels:

- $5,000 or more raised will receive a gift valued at $250
- $2,500–$4,999 raised will receive a gift valued at $100
- $1,000–$2,499 raised will receive a gift valued at $50

When setting your goal you may consider how much you can contribute from your own funds and how much will you raise.

Create your Contact List
Make a list of 50-200 people you want to reach out to (friends, family, coworkers, people you swam with in Masters/High School, previous events, local business sponsors, or your employers may have gift matching programs, etc.) Once you have this list, separate your inner circle.

- You can lean on your inner circle for feedback and help with drafting your story and brainstorming people who might be interested in helping you reach your goal.
- Ask your inner circle to make promise pledges before launch day so that on launch day you know you're starting strong
- Ask early; ask often, people may need some time to donate

Rewards & Incentives
You might consider offering incentives at certain donation tiers. When you donate:

- $30 I'll mail you a watercolor painting of Lake Superior
- $50 I'll make you dinner
- $100 I'll write you a song about how wonderful you are
- $500 .... you get the point

Launch Day

- Aim to get 20-30% on day one of the campaign so it has momentum. People want to be part of something successful.
- Give yourself plenty of time on launch day to follow up with promised pledges, thank people, and be present for the start of your campaign.

Communication during the campaign

- Email folks regular updates – let them know about your swim training, other relevant updates to your story, and retelling the key WHY of your story. Have the "ask" of donation be secondary to your story
- Post regularly on social media, include the link to your Race Roster fundraising page
- Consider local news media sources
- Ask people to share your story to their networks

AN EXAMPLE CAMPAIGN

You may choose to start your campaign earlier than this example.
Keep in mind you need to raise $500 by June 1, 2027 to qualify for the swim.

Prep March 10- March 20

- Work on building your personal story. Practice telling it to people in your close network and finding what feels comfortable and in your voice.
- Reach out to inner circle friends and Bayfield Rec Center support for feedback.
- Take/Gather photos of you that can be shared along with your story

April 1st - Campaign Launch!

- Share your campaign on social media
- Send out the link to the people who promised pledged
- Soak up the joy of letting people support you
- Monitor your Race Roster Fundraise page periodically to see who has contributed. Send them a thank you note, email or #post
- Be available for technical issues that may come up as people begin donating

Month of April

Keep sharing your story

- If you reach your goal early you can celebrate early or keep raising more money
- People will need reminders. If you don't reach your goal in the first two weeks keep following up.
- Plan for 2-3 hours a week where you will be following up with people who said they want to donate but haven't or with people who donated and might have people in their network who would donate.

Reach out for support from your network or here at the Bayfield Rec Center if you haven't reached your goal 3-4 weeks after launch. We're here to help you succeed and likely, there are people in your life that also want to help you succeed and reach your goal.

After You Reach Your Goal

- Send thank you notes to everyone who contributed to your campaign. (you can even draft this email before the campaign is over, or start hand addressing envelopes)
- Send out any incentives that you may have promised.
- Keep asking for and receiving support as you train for the Point to La Pointe swim. Even when you're done fundraising keep people up to date on your swim.