

USA Artistic Swimming

Collegiate Club Startup Guide

All the tools you need to be successful



**ARTISTIC
SWIMMING**

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Introduction

This guide will walk you through all the steps it takes to successfully start and run your own collegiate artistic swimming club:

Starting your own club on campus or in your local town may seem like a big task, but with support from USA Artistic Swimming (USAAS) and this manual - you will succeed!

By joining USAAS as a club member, you will be eligible for a number of benefits and opportunities for competition. Membership information is available on our [website](#).

Getting Started

Step 1. Meet with Campus Recreation

The first step in starting a club on a college campus is to meet with the campus recreation department; specifically the person in charge of club sports on campus. This person is generally the Director of Sport Clubs or other designated person, and they should provide you with all information required to start a club on campus. Most departments will require that your club have a constitution, budget, and the election of club leaders (president, treasurer, secretary, etc.).

Having club status on campus will allow you to use facilities, use the University name, have insurance coverage, apply for monies, create a group email address through the school, and fundraise on campus.

You should also be prepared to provide information about artistic swimming, as well as a video of the sport. Oftentimes, club directors are not familiar with artistic swimming, therefore it would help to show them how our sport is done. Use our Instagram account to showcase our sport.

Once you have all of this information, you need to sit down and start formulating a tentative schedule for your club.

Step 2. Meet with Club or Facilities Director

Before meeting with the Club Director or Facilities Director, make sure to have a tentative practice schedule and a tentative competition schedule. Make sure you are prepared for this meeting. This Club/Facilities Director has the control over all the facilities you would like to use and can make your season either very enjoyable or less than desirable with midnight practice times.

Be flexible, as many different organizations and clubs are looking to use the same space. Be open for practice times, including multiple days and times - keeping in mind that you are a new club. Have a tentative competition schedule so you can reserve space now for future events; you can always cancel your reservation at a later time if the event does not take place. You may not be able to get a full schedule after this initial meeting, as the coordinator may still have to meet with other groups.

Be prepared to wait and be patient as the schedule is developed. If you do not receive a schedule during your meeting, ask when you can expect to see the full schedule and how it will be communicated to you and your club. Realize that you may not be guaranteed space at your school and may need to search for facilities at other locations. If this happens, contact local parks, schools, or recreation facilities that may be able to accommodate your club.

Rental facilities may be expensive, so make sure to keep this as a last resort. If you must rent a facility off campus you may be required to obtain insurance. If your club is a member of USAAS we will provide you with a certificate of insurance that will satisfy this requirement. It may be helpful to bring a video to show the facilities director the sport if they want to learn about it.

Step 3. Register as a Registered Student Organization

Most schools will require sport clubs to register as Registered Student Organizations. Generally, this means you will have to fill out some applications and attend meetings. Some of the benefits may include that you can apply for student organization funding, post materials on campus, use classroom facilities, have information tables at events on campus, participate in student organization registration days, obtain a website through the school, allow you to raise money on campus.

Check with the student affairs office or with the Campus Recreation representative to see if this is a requirement. Either person should be able to direct you. Do not put off registering, as it can be a requirement for your facility space. Some schools may require this to be done before step 1 or 2.

Step 4. Recruit Athletes

You cannot have a sports club without athletes, so recruitment is crucial to the team. Recruitment is an ongoing process that you should always be considering; it is not just a onetime event and you can always use new members. Artistic Swimming can be men and women, so you should attempt to field team(s) of all genders. When you are starting the search for players, try these simple ideas to get the word out about your new club:

- Have the student newspaper publish a notice about your new club—you write it and submit it, however there are no guarantees that it will be published.
- Take out an advertisement in the classified section of the newspaper giving information about the first meeting time and a contact person.
- Post flyers around campus—dorms, fraternities, sororities, local eateries, student union, student athletic center, and wherever else you think students will see the flyers (See end of document for examples).

- Host a table at freshman orientation, registration, activities fair, or at any other applicable day. Be sure to have either a brochure or other printed information available. Most clubs will also bring a tri-fold poster board and/or a laptop to show artistic swimming videos.
- Flyers in freshman dorms with information about your club and practice times. Remember to mention that no experience is necessary!
- Host a table on campus on any given day—show a video and hand out information about the sport to gain interest in the sport and your club. Again, be sure to have either a brochure or other printed information available.
- Send letters with information about your club to local high school coaches.
- Provide information about your club to local USAAS Clubs. Information on local clubs may be obtained on the website [here](#).
- Create a website that can be listed on your schools website. Websites are a very effective way to promote information to prospective athletes. If you are unsure on how to build a website, contact your school’s activity office and they should be able to assist you. You can also post your information and club on “Find a Club” on the USAAS website.
- Use social media to target and grow awareness of the sport through existing outlets on campus. Reaching out through Facebook, Instagram, and Twitter is a great way to get your message out to your own followers but also that of other organizations. Reach out to these organizations to get their help. Some schools target freshmen coming in through pages and accounts that already exist.
- Practice on campus during the school day. This will help spread the word about your club and attract players who may be interested in playing to talk with you.
- Make sure you follow any school policies regarding recruitment before you get started.
- Many schools now have the capability to “e-blast” their student bodies. Check with your campus’ Communications Office for the possibility of utilizing this tool.
- Check with your athletic department and recreation departments as they may have opportunities to market to their students.
- Since the Olympics are in 2021-24-28, it might be cool to show that it’s an Olympic sport with some video of that.
- Network with other club sports to see if any of their athletes would be interested in cross training. Also ask if they can let athletes who are cut from their clubs know that artistic swimming is looking for athletes.
- Check your schools course catalog and find out if any professors are teaching a class on artistic swimming or if it is included within the curriculum of a class. Ask that professor if it would be possible to stop by the class once or twice to recruit.
- Always reach out to international business clubs at your school to see if there are any exchange students who have played in another country who would be interested in starting up in the US. They end up being a great coaching resource also due to their experience with the sport.
- When you are trying to attract new players, make sure you share the following information:
 - First meeting date, time, and place
 - Your contact information (phone number and email address)
 - Brief summary of the sport
- Advertise that beginners are welcome!
- Host a “Try Artistic Swimming” event to gain new interest

Step 5. The First Meeting

The first meeting is crucial to attracting and keeping athletes for a full season. This is the first impression the new athletes will have of you and it will reflect on the club regardless of the sport. Make sure you are on time and organized. Have a handout for the potential players which includes:

- Contact Information
- Summary of the Sport
- Tentative Schedule—both practice and competition
- Projected Costs
- USAAS Information
- Mission statement

If possible, present a short video that shows what artistic swimming looks like to participate in, this will give your potential athletes a better idea of what they are getting into. Once you have shown the video give a brief description of the sport. Make sure you emphasize that anyone can participate regardless of experience. Go over your practice schedule, competition schedule, and projected costs for the season. Close with questions and make sure you have all participants sign in or fill out a potential athlete form so you can continue to contact them after the meeting.

Step 6. Obtain Equipment & Facility Space

Facility Space

In many areas, pool space is at a premium and artistic swimming programs must compete with swim teams, swim lessons, dive programs, water polo programs, water aerobics and fitness classes, lap and recreational swimmers and even scuba diving and kayaking. Others are fortunate to have ample pool space available to them. Be flexible and develop a good relationship with other clubs and the staff at your facility. This will help in the future as securing space can be tough when you are competing for time with other water sports/activities. Be able to compromise and invest in relationships with the people you will be sharing the facility with.

Ideal space for beginners and older, competitive swimmers differs. For example, beginners benefit from access to a shallow end, where they can use the bottom until they build confidence, and where the teacher can easily provide hands-on instruction in the water. On the other hand, more experienced swimmers need deep water for lifts, spins and other skills

Using Space Efficiently

Here are a few ideas for setting up your pool space with multiple groups of swimmers and limited coaches and/or space.

Swimmers Train Together (works with one coach for 16-30 swimmers)

45 minutes of warm up and water conditioning in lanes

15 minutes of drills and figure instruction (led by coach)

60 minutes of figures with partners around edges of pool, while coach trains routines

Stations (4 teams – 20-32 swimmers and 4 coaches)

45-minute stations for each group. This can work in as few as three lanes (one lane for workouts, two for routines, and space near the wall for figures. Of course, more lanes are better!

Dry Land Space

Artistic swimming programs also need an area to do dry land training, including strength training, stretching, tumbling and other types of work outs.

Minimum: Deck space with yoga mats or tumbling mats

Ideal: Space in a studio with mirrors or a gym

Equipment

- Pool
 - Minimum:
 - Sound system with underwater speaker: <http://www.lubell.com>
 - Kick boards
 - Pull buoys
 - Dumb bells, empty bleach bottles, or water jugs
 - Ideal
 - Microphone
 - Metronome or Tempo trainer
 - Hula hoops
 - Swim noodles
 - Flotation belts
 - Balls
 - Sticky toes
 - Thera-bands
 - Hand paddles
 - Blind Cane or long pole
 - Ankle weights
- Dry Land
 - Minimum:
 - Yoga mat or tumbling mats
 - Ideal:
 - Thera bands
 - Medicine balls
 - Bosu balls
 - Foam rollers
 - Resistance loops
 - Cheese wedge for tumbling training

Step 7. Hold Practices

Once you have the equipment & facility secured, it is time to have your first practice. Send out a reminder email or call the interested parties to go over time, date, and location. Once you have done this, write up a short plan for practice including warm-up, drills, and a goal for the practice day. If possible, designate someone to be the coach so you can participate in practices as well. Contact USAAS about coaching clinics in your area.

Check with the staff in your schools Physical Education Department. It is possible that one or more of the instructors have training in artistic swimming and might be willing to assist in coaching and training your team. In addition, it may be possible to have a USAAS Regional Coach attend some of your initial practices to get you underway. Contact your USAAS National Office for more information. Remember to start small. In all likelihood, you will have a majority of complete newcomers.

Do not expect to be an elite caliber team by the end of the first practice. Take a lot of time to work on the basics, reinforcing the skills. Above all, remember to have fun. If practice is too drill intensive and not fun, athletes may not return. USAAS has numerous training materials available as well for member organizations. Contact your National Office for these materials.

Step 8. Plan and Establish Competition Schedule

For most athletes, the thrill comes from competition, not practice. This is why it is important that you schedule competitions or attend tournaments with your new club team. You should schedule these to fit into the time slots allotted by your Campus Recreation representative to avoid scheduling conflicts with other sports.

Visit <https://www.teamusa.org/USA-Artistic-Swimming> for a listing of clubs in your area. Explore participation in one or two regional events or hosting at least one to save on travel costs. Just remember your goal is to create a club that can compete against other clubs so mix the athletes so that everyone can get used to swimming with each other.

Step 9. Join USA Artistic Swimming

Now that you are firmly established as an artistic swimming club, you need to apply for membership as a collegiate club with USAAS. This is a simple process that provides multiple benefits for your club and members. All required forms and information on dues are provided on the USAAS [website](#) or by contacting your National Office directly. Make sure your officers are Safe Sport compliant and have passed NCSI Background Checks, all of this can be done inside USAAS membership platform. Once your club is a member of USAAS, you are afforded the following benefits:

- Ability to compete for a National Championship at College Nationals
- Publicity & exposure for your club via the USAAS website and social media platforms
- Additional support from the USAAS staff
- Recognition from potential sponsors that you are a USAAS recognized team

- Potential to host/attend coaching clinics or referee clinics in your area
- Injury and liability protection
- Hosting or participation in other USAAS sanctioned events

Step 10. Retain Players

It is very important for the longevity of your club to retain your athletes. There are a variety of ways that you can keep your athletes engaged in and out of the pool. The following are just a few ideas of bonding and building strong organization hinged on meaningful social interactions:

- Monthly team dinners
- Fundraising
- Alternative activities: Host alternative practices outside of artistic swimming where you can play soccer, kickball, frisbee, etc. somewhere around campus where you can get people to come out and be active while getting to know each other.
- Tough mudders/5k races: It would be nice to get people together and do events like this as a team, even if it's just participating in some of the different benefit runs that happen all throughout the year on campus (5ks, sorority/fraternity runs, etc.)
- Volunteer work

Contact Information

1 Olympic Plaza, Colorado Springs, CO 80909

Telephone: (719) 866-4628

Email: memcoord@usaartisticswim.org

Website: <https://www.teamusa.org/USA-Artistic-Swimming>

USAAS Representative	Role	Email
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Holly Vargo Brown	Collegiate Committee	

Resource Links

Visit the USAAS website for the following items:

- Individual and Club Memberships
- Competition Rulebook
- Sanctioning Guide
- Athlete Tryout Guide
- Code of Conduct
- USA Artistic Swimming Rulebook:

Reach out to us for additional links for coaching materials!

Sample Constitution(s)

Below are two sample constitution created to help most club teams meet the constitution requirement to attain club status. Feel free to use the constitution below as a model to write your own or simply alter it to meet your needs.

Sample Constitution One

Purpose

The purpose of the (Insert College Name) Artistic Swimming Club is:

1. To provide an opportunity for the students of (Insert College Name) to learn, participate, and compete in the sport of artistic swimming at the intercollegiate level.
2. To accommodate the interests and abilities of students desiring to participate in the sport with particular emphasis on:
 - a. Experiencing the value of teamwork, sportsmanship, and competition
 - b. Learning the strategies and finer skills of the sport
 - c. Competing with clubs and teams from other schools and organizations

Eligibility

Any student that is registered for classes at the college/university (part-time or full-time) may participate.

Dues and Requirements

Members shall be in good standing and eligible to participate only if they pay their dues by (Date) each season. Dues may vary, dependent upon the year and projected expenses for the club.

Officers

1. There shall be a President, Vice President, Treasurer, and Secretary that will manage the budget and administrative affairs of the team.
2. The President is responsible for the following duties:
 - a. Serve as the team representative in dealing with the college/university, USA Artistic Swimming (USAAS), the club members, and other clubs.
 - b. Coordinate practices in the absence of a coach or delegate this responsibility to a qualified Individual.
3. The Vice President is responsible for assisting the President. In the absence of the President, the Vice President will oversee the duties of the President
4. The Secretary is responsible for the following duties:
 - a. Keeping minutes from club meetings.
 - b. Maintaining contact information for club members.
 - c. Publishing a schedule for club members.
 - d. Distributing results to school newspaper, alumni, parents and the media.
 - e. Handle all paperwork required by the college/university.
5. The Treasurer is responsible for the following duties:
 - a. Submitting a budget to Student Government.
 - b. Maintaining a checking account for the club.
 - c. Presenting a written report for club members and the Student Government.
 - d. Payment of club expenses in a timely manner.

Elections

An annual election will be held each year on (Date) for positions of Secretary, Treasurer and Vice President. The previous Vice President should assume the duties of the President for the subsequent year unless the individual is no longer a member of the club or the membership believes this transition would not be in the best interest of the club.

The terms of the elected officers will begin immediately following the meeting. In order to be elected an officer, the person needs to be a member in good standing with the club. The Vice President should not be a graduating senior, since the individual will assume the President's position during the following season.

Persons seeking office in the club must be nominated by at least two other members of the club. And receive a simple majority of the votes cast for that position during the elections by members in good standing. In order for the election to be valid, ballots must be cast by at least 2/3 of the active team roster at the time of the election.

Impeachment

Officers of the club may be impeached by a nomination from a member in good standing and a vote by at least 90% of the members in good standing.

Upon impeachment, said officer shall immediately be relieved of his duties as an officer of the club. The remaining officers of the club will choose a replacement for the impeached officer from among the active team members by a unanimous decision. The replacement officer will assume the duties of the

impeached officer for the remainder of the impeached officer's term.

Practices & Meetings

The club will hold practices weekly at a time determined at the beginning of each term. All members should make every effort to attend all practices.

Sample Constitution Two

Article I

This club will be officially called the (INSERT CLUB NAME) (CLUB Abbreviation) sanctioned by USA Artistic Swimming (USAAS).

Article II

The CLUB is designed to promote and develop the sport of artistic swimming in the INSERT NAME community. The club will teach members the rules and skills required to enjoy and compete in artistic swimming. Through practice and competition, the members will experience the rewards associated with small group interaction, training, and competitive competition. The club will focus on the current and future development of the sport at the university, regional, and state levels.

Article III

- A. The CLUB is open for participation by all members of the university community regardless of race, religion, age, handicap, national origin, sexual orientation, or veteran status. The members shall be students, faculty, staff, or members of the community of INSERT NAME.
- B. To be a full member, the participant must attend a majority of practices and meetings, fulfill fundraising obligations, and remain in good standing in the university community.

Article IV

The CLUB will meet/practice at least twice a week with team meetings unlikely to exceed four in any given week. Meetings will generally be communicated through email and/or website notification periodically throughout the year.

Article V

The executive board, referred to in the CLUB as the Managing Council, will consist of the President, Vice President, Treasurer, Operations Coordinator, Public Relations Manager, and the Faculty Advisor.

The President and Vice President shall lead and direct the Managing Council and the club, focusing on the promotion and development of Artistic Swimming in the INSERT NAME community and in the state of INSERT STATE. They will initiate and strive to achieve the goals of the club, concentrate on the current and future development of the club, and will work in coordination with the Faculty Advisor to call meetings and keep the CLUB organized and functional. Additionally, the President will be responsible for scheduling and organizing events and tournaments at the state and national level, while the Vice President will lead recruitment efforts for the club.

The Treasurer will control, budget, and regulate the finances of the club.

Additionally, the treasurer is responsible for maintaining a written record of all club meetings and activities as requested by the President and/or Faculty Advisor.

The Operations Coordinator will work with the Managing Council in all aspects of the club. They will organize the ordering and distribution of suits for the members and be responsible for the equipment of the club and the university.

The Public Relations Manager will work with the Managing Council in all aspects of the club and will be responsible for updating media outlets in order to promote the CLUB. The Faculty Advisor will provide leadership and act in accordance with the Managing Council to promote and develop the sport of artistic swimming. Vacancies will be filled by the appointment of the Managing Council.

Article VI

Elections will take place at the end of each spring semester. The Managing Council will receive nominations from the CLUB members, stating qualifications and reasons for nomination to candidacy. After all nominations are received, all CLUB members will vote for a candidate, with the position going to the candidate who receives the majority of votes.

Managing Council positions will become open upon resignation, graduation, or request for resignation by a majority of the Managing Council. There is no limit to the number of terms an officer may hold; however, officers must be re-elected by a majority of the CLUB members in the spring of each year.

Article VII

The CLUB will receive funding from the INSERT NAME and through fundraising activities. The club will expend funds for equipment, travel, tournament fees and association dues.

Article VIII

Committees and/or divisions may be formed in the CLUB as deemed necessary by the Managing Council.

Article IX

The club is affiliated with the USA Artistic Swimming (USAAS).

Fundraising

Be creative with fundraising, and really take advantage of the momentum you'll get from old artistic swimming friends/coaches in your first year of fundraising. The first year might have a lot of one-time expenses, so be prepared to need a lot of fundraising especially that first year. This may also be because club athletics are less likely to give a lot of funds to new clubs who have yet to prove longevity. Hopefully, once you prove your program will be around for a long time to come, club athletics will grant your more funds.

School Support

Most schools have some sort of Student Activity Fund for clubs and other groups on campus to help fund activities for students. Usually, you have to fill out an application and submit it by a specific deadline to receive funding. Make sure you have a specific event/item and an amount in mind when you fill out the application because most applications require you to apply for one particular event or item per application.

Schools will be more likely to give money to your club if you are able to portray how the student body that is not in your club will be able to benefit from this event or item. Your treasurer should have information about school funding if they are required to attend a meeting for registered student organization treasurers. If your treasurer does not have this information the office of registered student organizations or the sport club office (campus recreation) should have this information available.

Alumni

Alumni can be a tremendous revenue source if they are approached in the correct way. Do not just send out a letter asking for money in general. Instead, look for specific ways alumni can help like donating money for suits or equipment. Give the alumni a cause they can get behind and they will be much more likely to want to help. Additionally, make sure you keep alumni in the loop beyond just fundraising.

If all alumni get from you is solicitation, you probably are not going to get much money. However, if alumni feel like they are still part of the group then they will be much more likely to donate. You can send the alumni newsletters, host an alumni weekend where alumni are recognized at the event, host an alumni event, etc.

The key to keeping alumni involved is keeping an updated contact list for all alumni. This list should be updated quarterly to keep addresses and contact information fresh. Make sure you have an easy method for alumni and current members alike to change their contact information. The easiest way to do this is to have a form on your website or to have people email you the information. Also, prepare a clause on all communications that states something like: "Moving? Update your address now by... (method)" This will make your life much easier. Here are a few causes alumni will likely donate for:

- Trip to National Championship
- Equipment
- Suits
- Entry Fee for Regional or National Championship
- Trip to Major Events
- Facility Costs

Also think about non-monetary contributions alumni might be able to help with. Maybe someone is a web designer and can create a professional looking team website for you, works for a sporting goods company and can donate equipment to be raffled at an event, is a travel agent and can help you find the best travel deals for your club, or owns a restaurant and can help host team dinners or an end of season banquet. Think of creative ways alumni can "donate" within their current field.

T-Shirt/Merchandise Sales

Finally, you can also go with the generic T-shirt or other sport related sale to raise money. Try to think outside of the box here. Ultimate Frisbee clubs have sold frisbees with their logo and soccer clubs have sold soccer balls with their logo. If you can come up with an idea like these, try to sell it to the local campus/town merchants to get your item in their store. Granted, you will pay a price here, but you will also sell more merchandise than you will with booths and flyers alone.

Another great time to sell t-shirts is while hosting events. Clubs coming to your event will be much more likely to purchase an event shirt that has their school name on it than a t-shirt of a competing school. When ordering shirts, it is important to under-estimate rather than overestimate to avoid having excess shirts at the end of your tournament.

You can also have clubs put in their orders before the event in order to avoid ending up with a bunch of extra shirts, or use drop-shipping sites if you have friends/family out of the area willing to support!

Labor for College

Some colleges will have programs where student groups can take on jobs and earn money for their club. Options for jobs usually involve:

- Event Clean-Up—Post athletic event (football, basketball, etc.)
- Parking Attendant for Events
- Campus Clean-Up

Check with your sport club department for more information. Generally, these programs are run through the athletic department so you might want to also put a call in there.

Sponsorships

If you approach sponsorship offers with the idea of selling a benefit (i.e. exposure, community goodwill, etc) to the sponsor you will find that they will be more open minded to your offer. Most local businesses have a budget for sponsorship/donations for their fiscal year. You can tap into this budget if you do your research and present yourself in a professional manner. You don't have to limit yourself to just local sponsors/businesses either. Ask your club members about the companies that they may have friends/family working for! That's also another good option.

The first step in attaining local sponsorship is to do your homework. Look at the businesses in town and start a list of those you will solicit from. You do not need to go for the big businesses; rather small locally owned businesses have a much higher rate of donations to the community. Once you have your list, you need to compile a sponsorship package. This package should include:

- Information about the sport of artistic swimming in your area
- Information on USA Artistic Swimming
- History of your club and its mission statement
- Schedule
- Events and tournament participation
- Results—if positive or if they show growth

- The deal—what the sponsor will get for their investment and what sort of investment you are looking for:
 - You can ask for money or Value-in-Kind (items such as equipment, suits, and discounts instead of money)
 - Offer potential sponsors a spot-on tournament programs, website, all communications (newsletters, etc), a thank you in the newspaper at the end of the season and anything else you can think of. Try to look at it from the sponsor’s point of view to decide what you would want as the sponsor.
- Pictures—keep the packet “human”. Include pictures of the team in competition and out; just make sure they are “rated G”.

With the sponsorship package completed you can start your sponsorship campaign. Try to start the campaign in the early fall as this is when most businesses write their budget for the next year. If you can get on the agenda here, you have a better chance of getting some funding.

Do not just send the packets out, rather hand-deliver the packets to the potential sponsors. Have a specific contact rather than just “True Value Hardware”. Find out who you should direct this sort of proposal to in the organization. One week after you have delivered the packet make a follow-up call to the contact at the organization to keep the sponsorship fresh in this person’s mind. Offer to answer any questions about the sponsorship, club, etc. Do not take “no” for an answer.

After you have received all the sponsorship monies, make sure you follow through on your end of the deal. Print the logos and thank you cards. If you skip out on your commitment it will be hard to get future sponsorship. Send updates during the season and a thank you note and season summary and successes at the end of the season. Tell them in it how important their support was in the experience for athletes on your team and include specific things in which their contribution was used.

****NOTE:** Before you start soliciting sponsors please make sure you check with your sport club department about rules and regulations and about which businesses you can ask so you do not conflict with college regulations or sponsors.

Athletic Events

Hosting an athletic event can provide your club with an outlet for competition, while at the same time raising money. One great caution here is: do not lose money. Budget the event so you break-even or ultimately make money. See the [USAAS Event Sanctioning Guide](#) for more information about this type of fundraiser.

Restaurant Nights

Many chain restaurants and often many local eateries will allow you to host restaurant nights. The restaurant will rebate back a percentage, usually around 10%, of tabs for anyone attending that night and presenting a flyer from your organization. This type of event is simple to put on. Contact the local restaurant and book a day/night for your event. Many of them will either print flyers for you or give you a master to print. Distribute flyers to friends, families, team members, classmates, neighbors and encourage them to attend. Have everyone on the team be responsible for hand distributing the flyers to people they know.

Bake Sales

Clubs setup during late night hours near popular clubs and bars or football game days.

Synchro-Thon/Swim-a-Thon

Another fundraising idea that has worked well for other clubs is a synchro-thon/swim-a-thon. Friends and family can pledge a donation per-lap or give a flat donation, and each team member then tries to swim as many laps as possible in a period of time.

Friends and Family

Reaching out to friends/family to help out with fundraising/sponsorship. Create a donation letter to send out or distribute.

Non-collegiate programs, either set as charitable entities or not, can use aforementioned ideas as well as seek private donations, sponsorships, and partnerships.

Budget

Below is a sample budget created to be a model for your club budget. This budget would reflect a budget for a start-up artistic swimming club. You will have to alter this budget for the next fiscal year as you should not have to repurchase the major equipment.

REVENUE	
Membership Dues	
Sponsorships	
Donations	
TOTAL REVENUE	
EXPENSES	
Facility Rental	
Lifeguards	
Equipment	
USAAS Club Membership Dues	
USAAS Individual Membership Dues	
Event Registration	
Travel (airfare, hotels, meals, car rentals)	
Coach Salary	
TOTAL EXPENSES	

All those items can quickly add up to a sizable budget of several thousands of dollars. Consider establishing your club respective membership fees to balance it out. Keep in mind that some schools may be able to supply your club with many of these item

Sample Flyers:

Feel free to reach out to Emily Falkenberg (Communications Coordinator at USAAS) to help with club promotion and marketing materials! Email emily@usaartisticswim.org

INSERT FLYER SAMPLES