



## Bracknell & Wokingham SC

**£5,200** raised with easyfundraising

**162** Supporters

- ✓ Bracknell & Wokingham Swimming Club, affiliated to the Swim England South East region, registered with easyfundraising in November 2014.
- ✓ The club has secured a good base of shopping supporters, made up of committee members, competitors, parents and their family and friends. The club is averaging £138 raised per month – for free!
- ✓ Mike Cox, Assistant Head Coach, has become the main advocate of easyfundraising at the club and has himself helped the club raise over £500 through online shopping.

### Why did they sign up?

BWSC offer competitive swimming and have 11 squads in the main section of the club. They also offer a very popular junior academy. The club was keen to invest in promotion of their academy and the competitive training they can offer. “We were looking to invest in our coaches and fund an advertising campaign for our club to grow our junior academy - we know that many youngsters in swimming clubs are not aware of the competitive option.” explained Mike.

“We signed up just before Christmas as we knew many of our members would be shopping then. It took a matter of minutes and was free to do and it was great motivation to see the funds rolling in so quickly!”



### How did they get members involved?

The key, Mike felt, was to communicate easyfundraising across the club and circulate regular reminders.

**“Once signed up, easyfundraising provided a range of fundraising tools to help spread the word through the club including Facebook and Twitter posts as well as flyers and posters to use around our local leisure centre”**

The club committee worked together to spread the easyfundraising message, “We used squad Admin Reps to ensure information was filtered down from our Management

Committee and we recently started using Swim Manager. It's really important to communicate that this is a free and effortless way of raising funds!"

## How do they keep members motivated to remember to use it?

Mike sends a monthly update to all club members showing how much has been raised through easyfundraising and thanks the members who have shopped and raised the most. All members can keep up to date with how much the club has raised on the club's cause page. Mike feels it is most important though, to give a fundraising target to supporters. "We've asked our members to suggest specific reasons for fundraising, we had one campaign to raise £500 to help advertise the club i.e. adverts in newspapers etc and another campaign was also set up to raise £1,000 for lane lines/ropes which all members would benefit from!"

## What difference has the money made?

To have raised over £5,000 is an amazing achievement for the club and they have been able to invest in facilities, coaching and advertising. "We have invested in life guard training and all of our teachers are rescue test trained." And the extra funding has helped the club achieve great success in recent years, "we have had an impressive record of success, with Club Honours both in leagues and at county level, as well as individual Club members competing at Regional, National and International level. Most recently with two members of the club representing Great Britain and Gibraltar at the World Short Course Championships in Canada."

## Mike's top tips for success...



### 1. Promote the Donation Reminder

So supporters are reminded to collect donations when they are shopping online.



### 2. Big purchases mean bigger donations

Remind members that holidays, insurance, utilities or mobile contracts can result in as much as a £50 donation for the club, for free!



### 3. Set targets and keep members updated

Ask them what they want to raise funds for and keep them updated on progress against the required total. Competitions are a great idea, reward those that raise the most!



Find out more at:  
**[swimming.easyfundraising.org.uk](https://swimming.easyfundraising.org.uk)**