Campaign Director's Toolkit
After 40 years, there’s still virtually nothing like Swim with Mike.

CELEBRATING YOU.
First, thank you for your commitment to Swim with Mike. It’s Campaign Director’s like you who are at the heart of making Swim with Mike the most successful organization of it’s kind, raising more than $25 million dollars for physically challenged athletes. Thanks to you, the drop continues to expand the ripple into a wave!

WHAT’S DIFFERENT THIS YEAR.
Due to current social distancing requirements, we are unable to hold our signature events like in years past, so this year we’ve gone virtual! Instead of one swim, we’re opening things up, so the sky’s the limit to what you can do.

Want to get sponsored for walking your dog a cumulative 40 miles, 40 blocks, 40 days-in-row?

How about downing 40 burgers, running, doing laps, push-ups, bike-a-thon, backyard concert? What’s Your Forty is the theme for this year’s anniversary celebration and serves as the inspiration for all campaigns, but remember, the only limitation is your imagination.

IT COULDN’T BE EASIER.
If you haven’t already, set up your campaign by registering at: https://www.swimwithmike.org/register/

After you fill out the short form, it’s time to contact your friends, family, acquaintances, pretty much everyone you know and ask them to support your campaign. This toolkit gives you social media templates, ideas, email text and other support to make getting the word out easy and dare we say, fun!
Half the fun is figuring out what to do.

CAMPAIGN STARTER IDEAS
For our 40th Anniversary celebration, we’re pulling out all the stops. What does that mean for you as a Campaign Leader? You’ve got a blank canvas on which to create your personalized campaign. If you can get supporters for it, it’s fair game. Not feeling super creative at this moment—no worries—we’ve got you covered with some sure-fire campaign ideas that are easy to stage and fun to participate in.

SHOW US YOUR 40!
Our central campaign theme this year celebrates the 40th Anniversary of Swim With Mike by having campaign leaders like you, show us your 40!

The obvious one is to swim 40 laps, don’t have access to a pool? Try biking 40 miles, run for 40 minutes, juggle four balls for 4 minutes, bake 40 cookies (and sell them!), sing a song from 1940; you get the idea, 40 is the magic number. Your event doesn’t have to happen all at once, it could take place over a day, a week or 40 minutes!

MORE IDEAS TO GET YOUR JUICES FLOWING:
• Put on a car wash to wash 40 cars.
• Go old school and do a bake sale.
• Musically inclined? Put on a socially distanced 40-minute concert in your backyard.
• How about a 40 mile ride-a-bike-for-Mike?
• If you golf, get your friends and family to sponsor one of your games.
• How about make a match donation for the price of every coffee that you buy?
• Like jogging, get sponsored for every mile you run.
• Spinning is super popular, you could get sponsors for that too!
• Have an Apple watch? Every day you close your rings you could be sponsored.
• Read a book? Get sponsored?
• Binge watching Netflix? You know you do. Find sponsors for that!
• Dance-a-thon, why not?
• Woof! Walking your dog counts too!
Now, show everyone what you’re up to.

**RECORD YOUR EVENT!**
We want to see you in action! You can inspire others to join the fun and support Swim With Mike! The following provides you with easy directions to capture your campaign in action.

We’re excited to include your video and or still in our virtual event broadcast on April 10th. Here are a few important technical considerations to make your submission the best it can be!

**KEEP YOUR EYE ON PRIZE**
We’re gonna have lots of opportunities to win great prizes and feature the winners! Categories will include the campaign that raised the most money. We’ll also have awards for funniest campaign, campaign director that’s farthest away, most creative campaign, the would you ever? prize, and most inspiring, not to mention a few other surprise categories.
Filming tips

Our thanks for participating in our 40th Anniversary Swim With Mike Virtual Event! We’re excited to include your video in our broadcast. Please review these technical considerations so you shine!

**HOW TO MAKE YOURSELF LOOK AWESOME**

**1.** Always film with your phone in horizontal (landscape) mode, and **NOT** vertical (portrait).

**2.** Please check your video settings before filming, and make sure the quality is set to **720p** or **1080p**. **4K** is higher quality than we need and adds a lot of time to your upload if you record at 4K.

**3.** When filming, have someone else film you if possible. If not, select a steady and stationary position for your camera, and **make sure you’re in the shot!** You can send multiple clips—it doesn’t need to be all in one video. We want as much footage as you’re willing to share!

**4.** If you’re filming yourself sharing thoughts, your story, or other spoken portions, please be sure to look right into the phone camera. We want our viewers to feel connected to your story.

**5.** For spoken segments, please be aware of background noises that may be distracting, such as lawnmowers, dogs barking, people talking in other rooms, etc. We understand that you may not be able to completely avoid background noise, but try your best to limit it.

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**Introductions**

Please be sure to introduce yourself and how you’re participating at the beginning of any video you submit.

**40-HOUR SWIM-A-THON PARTICIPANTS**

“Hi, my name is Mike Nyeholt, and I’m participating in the 40-hour swim-a-thon!”

**WHAT’S YOUR 40? PARTICIPANTS**

“Hi, my name is Mike Nyeholt, and my What’s your 40 is eating 40 tubs of ice cream!”

**CAMPAIGN DIRECTOR PARTICIPANTS**

“Hi, my name is Mike Nyeholt, and I’m biking for Mike this year!”
Upload tips

The upload link(s) for your footage can be found to the right according to the specific campaign(s) you are participating in. Please be sure to upload your file(s) according to the specific DUE DATES for each campaign. If you need any technical help, please contact Stuart Brawley at stuart.brawley@gmail.com.

LET’S GET TECHNICAL
If you’re tech savvy, rename the file(s) with your information before uploading. For example, change a movie name from IMG5102.mp4 to MyName_MyStory.mp4. This can be achieved through your phone or transferring the file(s) to a computer. If you are unable to rename your file(s), you may upload your files, and then send an email to stuart.brawley@gmail.com saying “my name is xxxxx and I just submitted my video(s).

✓ MyName_MyStory.mp4

Upload links and due dates

We can’t wait to show off what you’re doing for Swim With Mike, but to do that, we have to have your footage in time to review, edit and ready them for broadcast. Please upload your clip into the appropriate Dropbox by the date indicated.

40-HOUR SWIM-A-THON PARTICIPANTS
DUE DATE MONDAY, APRIL 5TH
https://www.dropbox.com/request/FLyIdIRHTt6kiXE9IREa

WHAT’S YOUR 40? PARTICIPANTS
DUE DATE FRIDAY, MARCH 26TH
https://www.dropbox.com/request/AFLyjZ7RTt7zbPOJect4

ALL OTHER CAMPAIGN DIRECTOR EVENTS
DUE DATE FRIDAY, APRIL 1ST
https://www.dropbox.com/request/PH4wFqh0hJdhPdpBuzy2
Sample emails to family, friends or as we call them, potential sponsors.

**HOW TO USE EMAIL**
Along with Social Media, email is a fast and simple way to get the word out to potential sponsors. We’ve written sample emails that you can use as-is, or tailor to your voice. These emails are designed to be used at appropriate intervals throughout your campaign. Just make sure to fill in the sample information with your own.

**FIRST EMAIL: FIRST ASK**
This year, I’ve decided to <state what you’re doing> to help Swim With Mike provide scholarships for physically challenged athletes in celebration of the 40th year of this fantastic organization. I’m asking for your sponsorship to help me reach my goal of $XXX, which will in turn help physically challenged athletes achieve their full potential. It’s so easy; visit my Campaign Director site to sponsor me and learn more about all the ways Swim with Mike changes the lives of physically challenged athletes—then kick back, and I’ll do all the work until it’s time to celebrate! On April 10th, it’s a virtual party, where virtually anything goes. You’re invited to join Olympians, music, and a world-premiere look at the Swim with Mike documentary, there’ll be lots of heartwarming fun and surprises!

To donate or learn more, go to SwimWithMike.org today.

**SECOND EMAIL: CAMPAIGN CHALLENGE COMPLETED**
Hi, sponsor (or soon-to-be sponsor)! I challenged myself to <state what you’ve completed> in support of Swim With Mike this year, and I’m proud to say I killed it! While that’s awesome, it gets me only half of the way there. You see, without sponsorship, I can’t reach my goal of $XXX to support these physically challenged athletes. To those who’ve already sponsored me, my deepest thanks! To those who just haven’t gotten around to it, I ask you to take a minute (I promise it won’t take more than that) and do what you can to help change the lives of these courageous and resilient athletes! You’ll feel good, and they’ll feel the love! Then, please save the date for April 10th, when it’s virtual party time. In addition to Olympians, music, and a world-premiere look at the Swim with Mike documentary, there’ll be lots of heartwarming fun and surprises!

To donate or learn more, go to SwimWithMike.org today.

**THIRD EMAIL: VIRTUAL EVENT INVITE**
Hi there, it’s me again with an update and an invite. I’m proud to say I’ve reached XXX% of my Campaign goal, and I couldn’t have done it without the generous support I’ve received. Whether I’ve reached 100% or not, my campaign is open to accept support (come on, how hard is it to forward this email?) right up through April 10th, when Swim With Mike celebrates its 40th anniversary. I invite you to log on to this spectacular, one-of-a-kind virtual event. Join Olympic greats, musical guests, and VIPs to celebrate yesterday, today, and tomorrow. Believe me; you’re not going to want to miss what we have in store!

Go to XXX to donate and get a link to the online festivities.
Social Media Announcements

Social media channels are a natural and easy way to get the word out to potential sponsors and engage those who are supporting your campaign. We’ve created some visual content you can send/post as well as sample written content you can use as is, or feel free to customize in your own voice. We suggest “reaching out” to your supporters every one to two weeks, more often if you have news to share, or a shot or video of your activity to share. Keep them engaged and updated, as the campaign moves forward, you’ll want to invite them to join the virtual event!

CALL TO SPONSOR CAPTIONS

This year, I’ve decided to <state what you’re doing> to help Swim With Mike provide scholarships for physically challenged athletes. Any support you can offer would mean so much. Check out the Campaign Director link in my bio to sponsor me and learn more! #swimwithmike

It’s true, I’m going to <state what you’re doing> to help Swim With Mike provide scholarships for physically challenged athletes in honor of the 40th Anniversary. By sponsoring me, you help physically challenged athletes achieve their full potential and me reach my goal of $XXX. Check out the Campaign Leader link in my bio to sponsor me and learn more about this amazing organization! #swimwithmike

In honor of the 40th Anniversary I’ve decided to <state what you’re doing>. My goal is to raise $XXX to provide scholarships for physically challenged athletes across the country. Your sponsorship means we can help even more physically challenged athletes! Check out the Campaign Leader link in my bio to sponsor me and learn more about this amazing organization! #swimwithmike

EXAMPLE OF A FACEBOOK POST

In honor of the 40th Anniversary I’ve decided to <state what you’re doing>. My goal is to raise $XXX to provide scholarships for physically challenged athletes who’ve already felt our impact. Check out the Campaign Leader link in my bio to sponsor me and learn more about this amazing organization! #swimwithmike
CALL TO SPONSOR ART

30 years
253 scholarships
131 universities
1 family

Thank you for making 40 years of scholarships possible!

Every dollar counts.

Swim with Mike across the US

CAMPAIGN COMPLETION ART

I did it! Did you?

Teamwork makes the dream work!

First the drop, then the ripple. Now for the wave!

It’s all about the ripple effect with Swim with Mike – let’s keep it going!

VIRTUAL EVENT DETAILS AND REMINDERS

The Countdown has begun!

14 DAYS

7 DAYS

It’s virtually here.
Social Media Announcements Continued

I’VE COMPLETED MY CAMPAIGN/ CALL FOR SPONSORSHIP CAPTIONS
I did it! I set out to <state what you’ve completed> to support Swim With Mike and provide scholarships for physically challenged athletes, and I killed it! If you haven’t yet had the chance to support my campaign, there’s still time! Check out the Campaign Director link in my bio to sponsor me as the virtual event is coming on April 10th! #swimwithmike

<state what you’ve completed> isn’t easy, but I did it to make sure Swim With Mike can continue to change the lives of physically challenged athletes. Now I’m asking you to help me achieve my goal of <insert goal>. Please go to the Campaign Director link in my bio to support my campaign, it’s not too late! Then make sure to join the virtual event on April 10th! #swimwithmike

I completed my goal, I <state what you’ve completed> but now I need your support to help make sure Swim With Mike can continue to help physically challenged athletes rebuild their lives. There’s still time for you to go to the Campaign Director link in my bio to help me <meet/surpass> my campaign goal. I know we can do it! Don’t forget to join the virtual event on April 10th for a one-of-kind 40th year celebration! #swimwithmike

EXAMPLE OF A TWITTER POST

I did it! Did you?
Social Media Announcements Continued

WATCH THE VIRTUAL EVENT CAPTION
On April 10th Swim With Mike celebrates it’s 40th Anniversary and this year virtually anything goes. Join Olympians, musical guests and VIP guests to take a look back at how it all started, see what I and my fellow Campaign Directors have cooked up this year and, be part of lots more fun and surprises! Go to XXX to donate and get a link to the online festivities. #swimwithmike

UPCOMING CAPTION
April 10th is coming up fast and Swim With Mike’s virtual 40th Anniversary celebration is a virtual extravaganza. I want you to see the awesome organization I’m supporting with my Campaign, the 40-hour relay, the world preview of the Swim with Mike documentary, and a peek at what us Campaign Directors are doing this year. Go to XXX to donate and get a link to the online festivities. #swimwithmike

TOMORROW CAPTION
It’s almost here! Tomorrow is Swim With Mike’s virtual 40th anniversary celebration. If you haven’t yet shown your support, take a moment now and then join us tomorrow for the fun, celebs and surprises of an event where virtually anything goes! The event is streaming on <add platforms>. Please be sure to make a donation—every gift counts! #swimwithmike

EXAMPLE OF AN INSTAGRAM POST

The Countdown has begun!

21 DAYS

#22 Likes

April 10th is coming up fast and Swim With Mike’s virtual 40th anniversary celebration is a virtual extravaganza. I want you to see the awesome organization I’m supporting with my Campaign, the 40-hour relay, the world preview of the Swim with Mike documentary, and a peek at what us Campaign Directors are doing this year. Go to XXX to donate and get a link to the online festivities. #swimwithmike