

Cruise Prize Sells for Swim Club Fundraiser



Red Ribbon Results

- ✓ 4,000 raffle tickets sold nets \$15,500 for coaches & pool time
- ✓ Parents Grateful for lower annual swim fees
- ✓ Prize winners spread cruise news around the neighbourhood
- ✓ Second cruise raffle underway fall 2006

“It can cost \$300 to \$500 for each child’s swim activities every year. If we didn’t have this money, we would have to charge an additional \$80 per season per child.”

Profile

The Aquarians Swim Club in suburban Vancouver, British Columbia attracts young swimmers from the age of five and trains them for competitive swimming.

The Challenge

Professional coaching and the pool time required for the young swimmers are getting more costly. The Aquarians Swim Club depends on fundraising events to keep abreast of the rising costs.

A few years ago, the club had a bad experience with a cruise prize. “We did raise money. But it failed because the travel date was set in stone and the winners, whom I know, couldn’t use it,” says Swim Club Volunteer President David Bassett. “They were justifiably angry.”

The Odenza Fundraising Plan

- Odenza assured the swim club president the fund-raising target could easily be reached by offering a quality travel product with flexible travel dates.
- Director of Business Development, Casey Jones, recommended a \$2,500 five-day Carnival Cruise, including roundtrip airfare for two people for the raffle’s grand prize.

Aquarians Swim Club Satisfaction Rating 10/10

“It was worth the investment. It eliminated the time-consuming effort to ask community businesses for donations. Casey Jones was very helpful. He picked the right travel package for our needs. He made sure the paperwork and the travel arrangements for our winners were complete.”

Volunteer President David Bassett, Aquarians Swim Club September 2006



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ODENZA IS A FULL SERVICE, AWARD-WINNING TRAVEL INCENTIVE AGENCY THAT IS PROUD TO ASSIST ASSOCIATIONS AND NON-PROFIT, VOLUNTEER ORGANIZATIONS WITH AFFORDABLE FUND-RAISING PROMOTIONS THAT DELIVER MEASURABLE BENEFITS

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