

# “Everything you need to increase sales!”



## AQUARIANS SWIM CLUB

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

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

– Volunteer President David Bassett

## KEY CHALLENGE

- Professional coaching and the pool time required for the young swimmers were 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.”

## ODENZA SOLUTION

- Odenza assured the swim club president the fund-raising target could easily be reached by offering a quality travel product with flexible travel dates.
- Odenza recommended a 5 day Carnival Cruise, including roundtrip airfare for two people as the raffle’s grand prize.

## BENEFITS AND RESULTS

- 4,000 raffle tickets sold nets \$15,500 for coaches & pool time
- Lower annual swim fees
- Prize winners spread cruise news around the neighbourhood

**SATISFACTION RATING: 10/10**

*“It was worth the investment. It eliminated the time-consuming effort to ask community businesses for donations. The travel package was grate and our winners booked it with ease!*

– Volunteer President David Bassett



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