

FIA

2022
SA FUNDRAISING
SHOWCASE

Being bold, being fabulous—the making of the Marilyn Jetty Swim



Emma McKee

Project Manager – Community Fundraising
Cancer Council SA



Proudly supporting

**Cancer
Council**
SA

What is it?

- Hundreds of people swim around Brighton jetty dressed as Marilyn Monroe
- Part of the Brighton Jetty Classic
- Held annually in February
- Cancer Council SA's largest community fundraising event

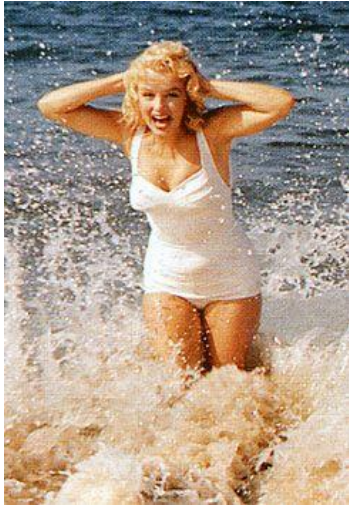


Why Marilyn?

- Sarah began hosting Australia's Biggest Morning Tea's in 2007 after her Mother passed away from uterine cancer
- Crazy idea one night at Brighton Surf Club—the making of the Marilyn Jetty Swim



Why Marilyn?



Sarah Tinney

July 11, 2013 · 👥



Attention Adelaidian's! Looking for 47 ladies with a thirst for fun or a passion for Cancer Fundraising. I've been approached by the Brighton Jetty Classic to dress up like Marilyn Monroe and paddle around the Brighton Jetty, closely followed by an iron man ready to rescue- during the swim carnival- Feb 2nd 2014 -on channel 7 news. But that's just not thinking big enough.. imagine the money we could raise with 50 Marilyn's! All the money from sponsors will go to the Cancer Council SA. Who's with me? Message me for details. [See less](#)



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Year one—2014

- New community fundraiser
- Online fundraising pages
- CCSA presence on day
- 50 Marilyn's
- **\$26,538.65 raised**



Year two—2015

- Online fundraising pages
- Media & PR
- CCSA presence on day
- 92 Marilyn's
- **\$36,494.88**
raised



*2015 Marilyn
Jetty Swim*



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Year three—2016

- Online fundraising pages
- Prospect Touriffic Tour
- Media & PR
- 105 Marilyn's
- **\$54,441.22 raised**



Year four—2017

- Australia Day Awards—
Community Event of the Year
- Registration & online fundraising
pages
- PR & media
- 141 Marilyn's
- **\$97,650.70**
raised



Year five—2018

- Dedicated Project Lead at CCSA
- Engagement eDMs—banking incentives, event info, thank you's
- CCSA event coordination
- 100 Marilyn's
- **\$74,694.35 raised**



Year six—2019

- Engagement eDMS
- Guinness World Record attempt #1
- Photographer & videographer
- Take us to \$100k event
- **\$100,026.98 raised**



Year seven—2020

- Welcome pack—wigs & sunglasses
- Engagement eDMs & SMS
- Branded marquee, banners
- Guinness World Record attempt #2—success!
- 219 Marilyn's & 35 Record Breaking Marilyn's
- **\$101,536.02 raised**
- **Total \$500k raised in 7 years**



Year eight—2021

- New website (Funraisin)
- Paid & organic media
- Engagement eDMs & SMS
- Facebook group
- Online shop—swimsuits & swim rings
- Participant bags
- 307 Marilyn's
- **\$169,424.28 raised**



Year nine—2022

- Team fundraising
- Engagement eDMs & SMS
- Paid & organic media
- COVID—stricter restrictions
- Videos (COVID, water safety, Thank you)
- Participant bags (masks!)
- 305 Marilyn's
\$161,023.25 raised



Key learnings



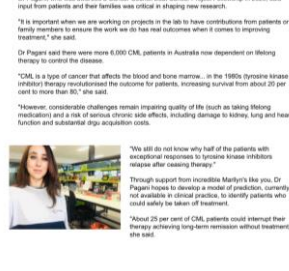
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Foster community fundraisers



Bring it back to the cause

- Cause-related engagement comms
- Share participant stories
- CCSA presence on swim day



Create a sisterhood

- Engage—comms, socials etc.
- Facebook group
- Events—launch, cause-related, Soiree, Thank you’s
- Acknowledge fundraisers
- “I’m a Marilyn” —badge of honour



Be one with Marilyn

- Participate yourself! (if you can)
- Rally staff & volunteers to join
- Embrace the experience!!



Yours,
Emma, Marilyn Jetty Swim
xx



2014 vs 2022

- **2014**—50 Marilyn's, \$26,538.65 raised
- **2022**—305 Marilyn's, \$161,032.25 raised
- Participant numbers & income increase by 500 %
- Support from Brighton Jetty Classic
- No longer a community fundraiser, growing to be a CCSA peer to peer fundraiser
- Sarah is still the face of the event



What next, darling?

- 10th anniversary in 2023
- Target of \$185,000
- Aiming for \$1 million milestone
- Most amount of Marilyn's ever!



Thank you



themarilyns.org



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