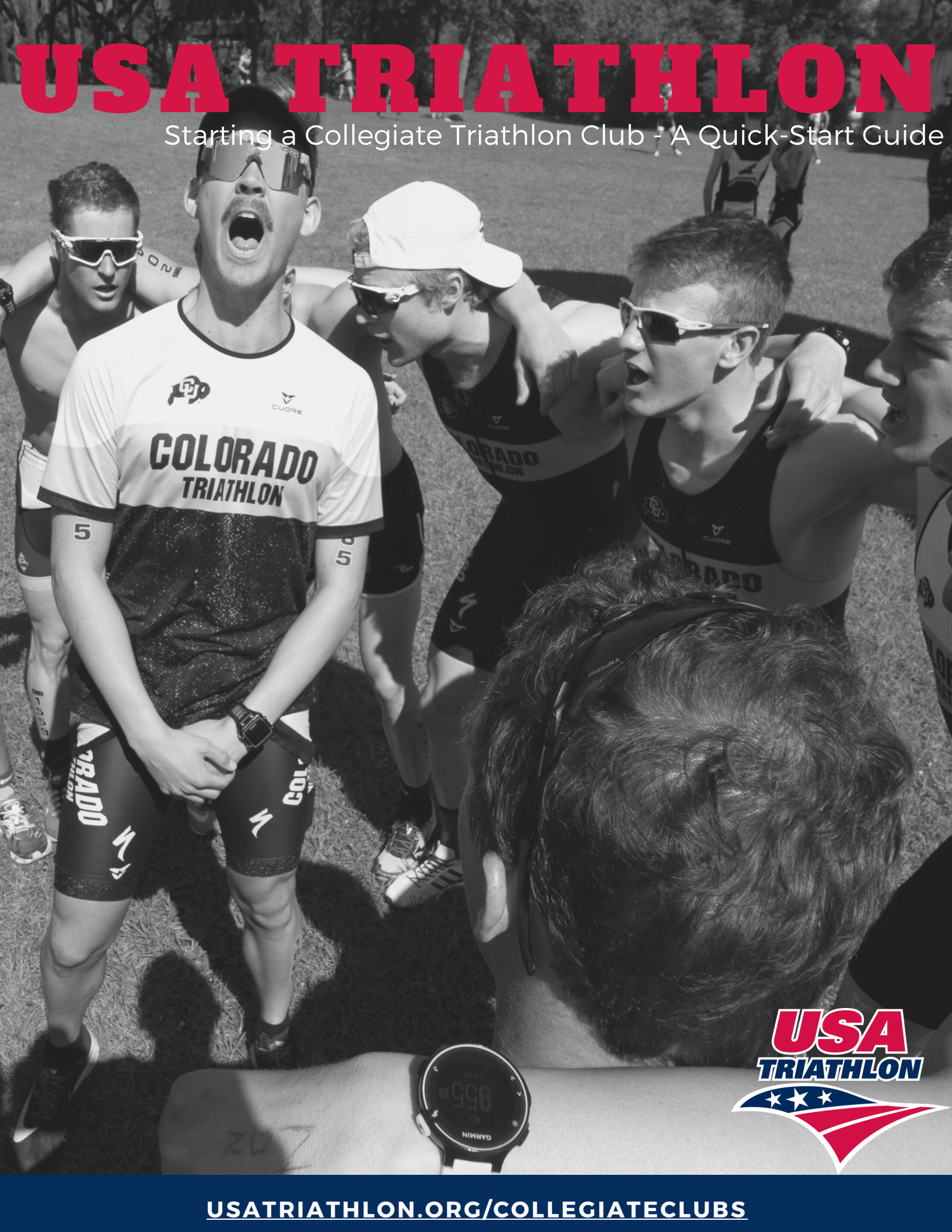


# USA TRIATHLON

Starting a Collegiate Triathlon Club - A Quick-Start Guide



[USATRIATHLON.ORG/COLLEGIATECLUBS](https://usatriathlon.org/collegiateclubs)

# USA TRIATHLON COLLEGIATE CLUB PROGRAM



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# FORWARD

## PURPOSE OF THIS HANDBOOK

This handbook is designed to help anyone form a collegiate triathlon team at his or her university or college. From recreational triathlete or beginning racer to the experienced triathlete or coach, this manual contains the basic information needed to help you organize and promote a triathlon team at your school. It is meant to be a beginner's guide and if you would like further help you should contact your the Youth & Collegiate Development Program Manager or the Growth Coordinator at USA Triathlon, whose contact information is listed above.

Additionally, more detailed information can be found at the USA Triathlon Collegiate Club [webpage](#). The best thing you can do, though, is make sure all your hard work doesn't go to waste and the team doesn't fade away when you graduate (We see this every year). So, write down everything you do and put it in a club manual, and hand it down to your successor, who you should pick early and groom for success!

## SHORT HISTORY OF COLLEGIATE TRIATHLON

There are 10 USA Triathlon Collegiate Triathlon Conferences that are affiliated with the USA Triathlon Collegiate Club program. The conference races are selected by the commissioners. Race Directors offer a collegiate wave at local events within the geographical region of the conference.



# THE STEPS TO STARTING A COLLEGIATE TRIATHLON CLUB

## STEP ONE: BECOME AN OFFICIAL STUDENT ORGANIZATION

Many Universities will only approve a club as an official student organization after a certain number of people have expressed interest. If you fall short of the required number, see the “Developing the Club” section below to read more on member recruitment. Becoming a student organization is important as many Universities will give each student organization financial support every year.

## STEP TWO: FIND A GOOD FACULTY ADVISOR

In order to become a student organization, many Universities will require you to have a faculty advisor. It is best to find a faculty advisor who already competes in triathlon or at least has some experience with swimming, cycling, or running. Some good places to start looking for a faculty advisor are professors in your School’s recreation department, Exercise Physiology department or other similar programs. Often the faculty advisor does not play an active role in the club, and is just there to sign papers. This works for those clubs with very motivated officers, but if the officers need help, a good faculty advisor can step in and provide needed assistance.



## STEP THREE: CHOOSING A NAME – “STATE UNIV. TRIATHLON” VS. “SU TRIATHLON”?

Collegiate triathlon clubs must use the name of their respective schools, as recorded in the IPEDS (Integrated Postsecondary Education Data System) database, available at <http://nces.ed.gov/ipeds/pas/>. This is according to USAT Collegiate Club Competitive rule 3.4.3, to avoid confusion between schools with similar names and/or initials.



## STEP FOUR: REGISTERING WITH YOUR CLUB SPORTS OFFICE

The application process to start a new club varies by school. Check with your club sports office to obtain the proper applications and criteria necessary to form a triathlon club. It is also important to understand that every school has rules governing their club teams. Make certain that you read and understand these rules when developing the club and make the rules available to other club members as well.

It may also be helpful, if not necessary, to contact your campus activities office, to register not only as a club sport, but also as a campus organization/club. By doing this, your club may be eligible for additional funding from other sources within the school, and you can attract additional recreational racers without the immediate pressure of racing competitively.

## STEP FIVE: REGISTER WITH YOUR COLLEGIATE TRIATHLON CONFERENCE

Contact information for each collegiate conference can be found [here](#). Email the Collegiate Commissioner for your region, and they will provide you with the steps needed to register with your conference. Being registered with your regional conference allows your club to compete in triathlon events against other collegiate clubs in your region. Additionally, each collegiate club must be registered with its conference to be able to race at the USAT Collegiate Club National Championships.



## STEP SIX: BECOME A USAT CERTIFIED COLLEGIATE TRIATHLON CLUB

Every year all collegiate triathlon clubs must register with USA Triathlon to be officially recognized, insured, and permitted to compete at conference events, including the national championship event. The annual membership fee for a collegiate team is \$50. Please fill out the USA Triathlon Club Application Form [here](#). Being an official USA Triathlon club has many benefits such as getting club race discounts and being eligible to receive club grant money. Furthermore, collegiate triathlon teams must be USAT registered clubs to be eligible to race at the USAT Collegiate Club National Championships.



## **STEP SEVEN: HAVE EACH INDIVIDUAL REGISTER AS USAT MEMBERS**

In addition to being registered as a USAT Certified Collegiate Triathlon Club, each of your members should register to be an official USAT member. All USAT sanctioned races require you to be an official USAT member to compete. For members who are new to the sport and want to just try a race out, they can get a one-day membership, but members who are looking to compete in more than one race should get an annual membership. In addition, in order to participate at the USAT Collegiate National Championships, you must be a USAT annual member. You can get a membership online [here](#).

## **STEP EIGHT: READING THE RULES**

This may sound a bit dull and/or superfluous, but the best and also the easiest thing you can do to ensure a successful season as a team, is to read the collegiate rules. The collegiate rulebook is located to download on the Collegiate Club website page which is available [here](#).

# CREATING THE STRUCTURE

## DRAFTING A CONSTITUTION

These are some guidelines and suggestions for creating a set of By-Laws for your team. You should contact your sports club office for further instruction specific to your school.

A constitution will establish rules for the club, set standards, and ensure the club is run properly. A constitution will also allow you to fall back on original club rules in case there is a problem with how the club is run. A good starting point in creating a constitution would be checking with other clubs that focus on athletics at your university. In addition, your student organization office or your local Collegiate Commissioner may have a template you can use and modify for your club.

### ***Purpose***

Explain the purpose of your organization.

### ***Goals***

What are the goals of the club.

### ***Club Governance***

Who are the officials and what are their duties.

### ***Rules***

Include eligibility, racing category qualifications, national competition qualifications, disciplinary procedures, fee payments for club.

## BENEFITS TO BECOMING A REGISTERED COLLEGIATE CLUB

Once the club is registered with USA Triathlon, you will receive the following benefits:

- General liability insurance for club events and other activities conducted under a USAT permit. This program provides excellent low-cost insurance against liability for accidents, which, though very rare, do occur.
- Collegiate clubs may coordinate sanctioned events & clinics through USAT at the regular sanction fees. These can range from races to training rides or fund-raising swims for the team, on the road, pool, track, or bike.
- Only collegiate clubs recognized by USAT gain access to collegiate conference races, results and points rankings as teams compete to qualify for national championships.
- Access to Conference Commissioners for support on collegiate racing.
- Assistance in scheduling and planning events from Conference Directors, USA Triathlon Regional Representatives and event coordinators.

Additional information can be found at:  
[www.usatriathlon.org/sanctioning](http://www.usatriathlon.org/sanctioning)



# ELECTING OFFICERS

Elections are typically held at the end of the triathlon season at the end of April for the following year. Your club team should elect officers for the following positions:

## PRESIDENT

- ❖ Presides over club meetings and agendas
- ❖ Establishes the goals of the club in conjunction with the other officers
- ❖ Communicates with the conference director and relays general information to the team
- ❖ Selects and establishes triathlon races for the club to host and presents annual budget

## TREASURER (OPTIONAL)

- ❖ Maintains all bookkeeping records
- ❖ Receives and keeps records of all monies due to the club
- ❖ Pays all bills on time and in full
- ❖ Prepares yearly financial statements and prepares annual club budget

## SECRETARY (OPTIONAL)

- ❖ Acts as the official recording officer of the club keeping record of all club proceedings
- ❖ Is responsible for club's records, reports and correspondence, track club memberships
- ❖ Submits club rosters to the president to give to the Conference Director
- ❖ Reads the minutes from the previous meeting
- ❖ Sends out any club mailings/newsletters to all current members

## SPONSORSHIP COORDINATOR (OPTIONAL)

- ❖ Contacts potential sponsors. Works to get club members deals in exchange for the company's logo on your jersey
- ❖ Finds a local tri shop sponsor for discounted repairs
- ❖ Can be the designated team clothing coordinator
- ❖ Handles other fundraising activities with alumni and community





## **EVENT/RACE COORDINATOR (OPTIONAL)**

- ❖ Reads through the event permit packet, which you get when your club registers with USA Triathlon
- ❖ Works with the conference director to set up the date, and takes the lead on all race organization and preparation

## **MEMBERSHIP COORDINATOR (OPTIONAL)**

- ❖ Is responsible for attracting new members
- ❖ Sends out club news to the school newspaper and local paper regularly
- ❖ Coordinates advertising

## **WEBMASTER / LIST-SERV MANAGER (OPTIONAL)**

- ❖ Sets up a website to provide the club members with current information
- ❖ Sets up email list through your school's internet services

## **CATEGORY TEAM CAPTAINS (OPTIONAL)**

- ❖ Organizes group rides, swims and runs at the correct skill level for their category
- ❖ Organizes the teams for each race with the coach if possible
- ❖ Provides leadership and example for younger riders

## MEDIA/COMMUNICATIONS COORDINATOR (OPTIONAL)

- ❖ Provides regular race results and/or press releases for the local school paper, the web page and the other local press
- ❖ Provides race reports and web updates for USAT

## SOCIAL COORDINATORS (OPTIONAL)

- ❖ Organizes team socials to promote interaction among the team



## MEETINGS

It is important to hold routine club meetings to keep the team updated and oriented with the training schedule, the race season in progress and other club matters. Schedule a permanent time, day and location to hold the meeting. During the off-season meetings can be held once a month, but during the racing season weekly or bi-weekly is best.

Here are a few tips for keeping people interested:

- Keep the meetings exciting and interesting. Possibly bring in guest speakers to discuss training, racing, nutrition, etc.
- Have social events throughout the season to encourage team interaction.
- Organize team workouts, possibly one for beginners and one for more experienced racers. It is important to keep these workouts **CONSISTENT** and as regular as possible. Good group workouts lead to good camaraderie within the club and gives members something to look forward to outside of classes.

## COACHING

Having a team coach could make the difference between winning and losing your competitions. A quality triathlon coach will provide the team assistance with training plans, skills, tactics and many other aspects of the sport that will improve the overall ability of the group.

The most successful way to find a certified coach near you is to visit the USA Triathlon website at [Find a Coach](#). There is an extensive list of certified coaches across the country. Some coaches may be willing to volunteer their time with a collegiate team and others may charge a fee for their services. Individual teams should consider a coach when planning their annual budgets, and explore funding possibilities with membership dues, their school or university, alumni association or other outside means.

## UNIFORMS

Uniforms help to promote team unity and matching uniforms are required by rule to compete in any collegiate triathlon event (rule 5.2). There are many good clothing companies in the states that are already sponsoring collegiate teams, and most should be willing to help design a tri-kit for your club. The Conference Commissioner can review and approve your new design in order to avoid looking like other teams: this can lead to confusion at races.



## DUES

Collecting dues from your members is the fastest way to fund your club, pay for uniforms and fund a coach. Dues are usually collected at the beginning of each semester and allow your club to purchase uniforms, coaching services and other items needed for general club operation. Developing a dues structure is something worth discussing with the entire club prior to establishment to create buy-in and agreement.



## SPONSORSHIP

Attaining sponsors helps to increase the value of club membership, which in turn helps with recruitment and retention. Companies within the triathlon industry generally accept sponsorship proposals between the summer and the end of the year. Contact information can usually be found on the sponsor's website. Don't overlook the possibilities that exist with school alumni, local businesses and other individuals in the community when it comes to raising funds for a race, team travel or scholarships. Many schools have had great success with alumni and local fundraising efforts. See our fundraising and sponsorship section below for information on this.



# DEVELOPING THE CLUB

## RECRUITMENT

You may find that attracting people to the triathlon team is easy, while keeping them is quite difficult. If you are just starting a team and want to know how to get people interested in your team, here are a few tips that will help you.

- Recruit members from the swim team/swim club, cycling club, the cross-country team, the ski club or team, and anywhere else you identify interest, talent or both.
- Use the club fair booths to advertise the triathlon club. Put energetic people who are knowledgeable and can answer questions at the booth. It helps to have someone demonstrate how to replace a flat tire or riding rollers or something that attracts the interest of a non- triathlete.
- Make flyers to recruit new members and post the flyers around campus or in local bike shops, running shops, and sports shops. On the flyers include what the team is, the time and location of meetings, and any other relevant information.
- Create a website that is informative and easily accessible. It should be able to answer simple questions where a person interested in the team could easily get information. Pictures are always good. If you can find a good webmaster who is interested in triathlon, the website can become one of the main ingredients, along with an email list, to keep people in touch with the club.
- Hold beginner type group workouts for new people often to become acquainted with triathlon and members of your club.
- Host an indoor triathlon at your university.
- Advertise in the local school paper prior to meetings.



## INCREASING MEMBERSHIP

- **PROMOTE PARTICIPATION:** Triathlon is a sport for everyone. Many beginner triathletes are terrified of everything that goes into a triathlon, so keep everything basic. If you portray your club as a group of advanced athletes, you will get little response from the student body. It is better to portray your club as a group of individuals who are interested in the multisport lifestyle and an organization that anyone can join, regardless of athletic ability. These beginners will improve very quickly and you will have a strong team. Also, beginners should know that no special equipment is needed. A swimsuit, goggles, an old bike, a helmet, and running shoes are all that you need. Keep it basic. If someone is concerned because they don't have a bike, let them know that the club can help find one.

- **PROVIDING EDUCATIONAL OPPORTUNITIES:** Create learning opportunities for new members. New members will not actively participate in club activities if they feel lost. Beginner workshops that teach the basics of triathlon are a great way to get newcomers oriented to the sport. Because swimming is typically the hardest of the disciplines to master, holding a swimming clinic for new members will probably be a big stress reliever. Other good workshops include those that focus on cycling skills and transitions.



- **KEEPING IT INEXPENSIVE:** Keep club dues low for new members. People might be afraid to sign up for the club if the dues are too expensive. Usually, collegiate athletes have to supply all their own equipment, so low membership dues help ease the financial burden for beginner triathletes.
- **CATERING TO ADVANCED ATHLETES:** Make sure you let advanced athletes know that being part of the club can benefit them as well. Team membership can provide them with sponsorship discounts, club funding and the opportunity to race against top-level collegiate triathletes.
- **KEEPING IT FUN:** If it's not fun, people won't want to do it. For the true beginners, don't stress competition. Concentrate on developing appropriate skills. When traveling to races, encourage others to spectate if they aren't racing. Cheering sections provide support and motivation for tri newbies racing while increasing team unity at the same time. Also, have fun competitions during practices. Example: Sprint to the county lines during rides, or have informal races or relays in the pool. See "Building a Community" for more ideas.





## THE RACING SEASONS

In collegiate triathlon there is one main season, the spring season; however, due to weather and geography many clubs participate in conference events in the fall to qualify for the National Championship event in April. During late fall and early spring, in colder climates when open water swimming is not possible, indoor triathlon events or competing in duathlons (bike, run events) are also an option.

Your conference director will have a race calendar ready at the beginning of each semester and can answer questions you may have regarding the development of the competitive component of your club. All your club must do at this point is train and show up to the races.

Conference events are selected by the commissioners and posted on the regional conference page on the USA Triathlon website. Your club will work together to participate in this event. Participation in a conference race is required to qualify for the Collegiate Club National Championship.

## GETTING READY FOR RACING

Many club members will be looking for an enjoyable activity to keep them fit and meet new people. There are two key points to any successful season, no matter what the triathlon discipline or level. First is consistency. By planning your group workouts bi-weekly or more your club will see the benefits of consistency, and everyone will start to advance rapidly. The next most important factor is to expand your training into the winter months. Whether it is going to the gym and staying active, riding the trainer, swimming indoors, joining a spin class, or lifting weights, these activities will help you later in the season. For a more structured training program and advice on peaking for Regional competitions or Nationals, you should contact a USA Triathlon Certified Coach.



## RACE PROMOTION

Collegiate clubs are not required to host or promote races. Local race directors will hold collegiate waves for conference events. The first year your club should be focused on increasing membership, becoming financially stable, and developing the race component of your club by participating in the conference events. The next step is to qualify a team to send to nationals, which takes a great deal of planning and resources, and then help conference directors with race identification.

## REGIONAL CONFERENCE AND NATIONAL COMPETITIONS

Conference races are typically held in the fall. Participation in one conference race is required for non-draft standard distance. The best overall team and racers are decided at these competitions.

Once your club is comfortable with racing at the regional level, you will hopefully qualify a team to send to Collegiate Club National Championships. Only the best 75 collegiate male athletes and 75 collegiate female athletes in the United States will qualify to participate in the draft-legal race, and each of USA Triathlon's 10 collegiate conferences will be allocated slots in the field. Qualified athletes will be able to compete in both the draft-legal and Olympic-distance Collegiate National Championship events. Both races will count toward the Collegiate Nationals team scoring. Awards will be given in the following categories: draft-legal, Olympic, mixed relays, Paralympic Sprint, and top Individual. Nationals are the height of the race season and not to be missed!



# BUILD A COMMUNITY

## COLLEGIATE TEAM COMMUNITY

Community equals success. The most successful triathlon clubs have built a community around them. Have many social events outside of training and racing. If all the members become good friends with each other, they will be more likely to participate in the club activities, both training and social. Collegiate triathletes are not in school with the sole purpose of racing, they also want to experience the typical social activities offered during college. This is also a great selling point for freshmen interested in joining the club because freshmen want to get involved to meet people.

## HAVE A SOCIAL CHAIR

Create a social chair position as part of the club officers. This person will be responsible for organizing all social activities and promoting team unity. Remember to always include everyone on the team!!

## TEAM DINNERS / GET TOGETHERS

Have weekly team dinners. Have a set time and night every week for a get together at a local restaurant (perhaps a club sponsor). Or try meeting at different restaurants each week so everyone gets the types of food they like.





## SPECIAL DINNERS / EVENTS

Have "end of the semester," Thanksgiving, and Christmas/New Years parties. This is a great time to relax, reminisce about the year to date, view slide shows, and plan for the future.

## MOVIE NIGHTS

Many student unions will allow student organizations to use their movie theaters. Show a triathlon (i.e. Hawaii Ironman videos) or Endurance-related movies (i.e. Dean Karnazes movies) as it will help bring attention to your club, motivate the current members and attract new members.

## TEAM STUDY HALL

One of the first things many athletes will sacrifice when their grades start slipping is their training. Host a voluntary study hall once or twice a week for a few hours in the evening can give the athletes motivation to get their studying done. If athletes are around others who are doing school work, they will also be more likely to get their own work done. Additionally, this also promotes team bonding as the athletes spend more time together.

- Keep the study hall locations on campus to deter from unwanted distractions
- Locations could include a study room in a library, unused classrooms or empty conference rooms



# FUNDRAISING AND SPONSORSHIP

## FINDING SPONSORS

Sponsorships usually provide the largest amount of money for collegiate clubs. Begin by creating a sponsorship packet and let sponsors know what you can do for them. Some good places to start are local bike or running stores. In addition, ask club members if any of their parents, relatives, friends, etc. own companies or are high-up in companies, as they will more than likely be willing to help out. Ask as many people as possible for sponsorship - the worst that can happen is they say 'no'.

## ALUMNI DONATIONS

Try and keep track of old members of your club who have graduated. If your club did a lot for them, they will usually be willing to give back.

## FUNDRAISING

Small fundraisers add up. Some ideas include:

- Bake sales
- Sell grilled cheese, hot dogs, etc. on weekend nights near campus bars
- Car washes
- Pasta Parties
- Home football or basketball game day car-parking (if a team member lives close to a game venue)
- Selling raffle tickets at football and basketball (check with your athletic department first)
- Chili cook-off
- Bagging groceries at local stores
- Check with your student organization or sport club office for additional ideas!

## STADIUM/ATHLETIC VENUE CLEANUP

Many Universities allow student organizations to go through and clean up the stadiums and other athletic venues. This usually involves picking up the larger items (hot dog wrappers, cups, etc) before the main cleanup people come and pressure wash everything else away. This can be extremely profitable and quick if you have a large group to help out.



## SELLING T-SHIRTS

Selling club t-shirts to the general student body and the surrounding community provides both profit for your club and advertising. Some pointers:

- Keep the designs both triathlon and University-oriented.
- Check with your University for copyright laws on logo usage.
- Ask other sport clubs or University organizations to see where they get t-shirts made. Usually a local t-shirt maker will work with all student organizations to keep the prices low in exchange for lots of business.
- Try and pre-sell the t-shirts. This allows you to know exactly what quantities you will need. For example, the club can sell 5 shirts to each member for \$45. The athlete can have his or her shirt for \$5, and sell the others for \$10 once all the t-shirts come in. This generates needed profit for the club and puts the responsibility on the athletes to go out and sell the t-shirts to earn their money back, as well as earn money for the club. Order a few extra t-shirts to sell to fans and alumni at races.



## RENT-AN-ATHLETE

Put up flyers around the community offering labor for a Saturday afternoon. Community members will pay your club to come do house chores, work in the yard, wash cars, etc., in return for club support.



## ORGANIZE A TRIATHLON OR OTHER ATHLETIC EVENT

Many teams organize their own triathlon (e.g. the UCLA IronBruin Triathlon, Stanford Treeathlon, etc.). Not only do these events often become part of their conference race series, but they also provide the opportunity to raise significant funds (some schools make over \$10,000). These events are often well-attended by the local community and they will return year after year. Teams that choose to organize their own triathlon usually coordinate with their school's recreation department to produce a sprint-distance event that uses the campus pool. These are often done as "reverse triathlons" (run-bike-swim) because mass starts in a pool are not possible. Teams can also reach out to a local race management company to put on the race and share in the profits. Other schools produce events that are entirely off campus (proper permits must be obtained from the city, county, police, fire department, etc.) or are intermediate-distance and have an open water venue. If you cannot put on a triathlon, there are other options. Some teams put on 5K or 10K running events, duathlons, aquathlons, or other multisport events. Here are some tips to get you started on producing your own event:

1. Elect a "race coordinator" as one of your team officers at the beginning of the school year. Planning an event often takes 6-10 months, especially if you have not done one before.
2. Look up the websites of races that other collegiate teams put on to familiarize yourself with what has been done and what may be required.
3. Choose a course and format that best fits your situation. This may be a reverse triathlon on your own campus, a 5K, or an intermediate distance event in the local lake.



4. If your event is on campus, submit an event proposal to your recreation department (often through your club sport staff). Having a good relationship with the club sport staff will go a long way to getting your event approved.
5. If your event is off campus, there are various local and county agencies you will need to get approval or permits from: the county, the city, the fire department, the police department, local residences and businesses, etc.
6. Make sure your event has the proper insurance. USAT provides very affordable insurance (~\$200). If your event is entirely on campus, your recreation department may cover the insurance for free.
7. The race coordinator should choose a race staff as early as possible. A bike course coordinator, swim course coordinator, run course coordinator, transition area coordinator, volunteer coordinator, and sponsorship coordinator are indispensable.
8. In planning and organizing your event, make safety your number one priority.

## HOW TO CREATE A FUNDRAISING CAMPAIGN

• **BUILD YOUR AUDIENCE:** *How will you reach your target audience?* Midwest Collegiate Triathlon Conference recommends maintaining pages and groups on social media to reach your athletes and beyond.

Here are some ideas that the MWCTC uses:

- Public Facebook page
- Athletes-only closed Facebook group
- Strava Club
- Instagram account
- Club newsletter (email list built from team lists of current members, alumni, and we also asked athletes to add their parents!)
- Club website

• **BUILD A CAMPAIGN:** *What will you sell?* A good example is the Midwest Collegiate Triathlon Conference decided to put their design on t-shirts and vinyl stickers. Here are some other ideas that can be customized for fundraising:

- water bottles
- towels
- stickers
- t-shirts
- fanny packs
- bags

\*For club specific apparel please talk with you institution





*Where will you sell?* The MWCTC used bonfire.com to host their campaign page. The benefit of this site is that you don't have to order in bulk – everything is online, Bonfire handles the inventory and shipping. (Custom Ink also does this!!) The purchasing feels like any other online shopping experience for your customer. Customers can pick any shirt styles and colors that you select. Your campaign page includes space for a mini-blog post for you to tell your customers more about who you are and what they are supporting. This is just one platform – many more out there!

If you're using a more traditional custom-item website, you might have the items shipped directly to you and sell them through your existing social media platforms. Make sure to think ahead about shipping costs if you will have to individually distribute items, or commit to selling in-person (bring to practices, races, etc. – always be sure to get permission from race directors before selling items at races!). A Google Survey form or Google Spreadsheet can be useful for collecting orders.

**HURDLE** – ordering items upfront will require an initial down-payment. Will that come out of your pocket? Consider applying for donations/grants from local companies (maybe they would have their logo included on your shirt) to get your idea off the ground. Bonfire/CustomInk avoid this problem by making shirts a la carte. No inventory is held.

*How will you collect funds?* IMPORTANT: MANAGE YOUR FUNDS IN A RESPONSIBLE WAY! The MWCTC recommends establishing a club-specific bank account to house any proceeds you're taking in. This way you avoid any conflicts of interest associated with collecting funds into your personal bank account. This requires a bit of paperwork, including applying for an EIN (Employee Identification Number) through the IRS, but will allow you to open an Organization Account through your local bank or credit union (<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>).

The benefit of having a bank account is that you can create a Venmo and PayPal account for your conference.



• **LAUNCH & PROMOTE:** *How will you reach your target audience?* Announce your campaign through any and all social media outlets and by word of mouth. Encourage people to share and like, post photos of people wearing your designs, and update everyone on the success of your campaign. We also posted to several community-specific triathlon gear 'buy & sell' groups on Facebook in an effort to reach other triathletes.

If you're curious, check out the MWCTC's fundraiser page here: <https://www.bonfire.com/midwest-is-best/>



# TRAINING ACTIVITIES

## MAKING A SET SCHEDULE

Have a set schedule of workouts at a variety of times throughout the week. This will allow for planning and a sense of consistency in training from week to week. Collegiate athletes do not have normal jobs and may have to fit in workouts whenever they can. It is a good idea to have an advanced athlete or officer at each of the workouts to supervise and help newer athletes.

## MAKE PRACTICES FOR EVERYONE

Have different pace groups at each workout for athletes of different abilities. When new members show up to events, make sure they don't ever end up alone. There is nothing more discouraging than getting dropped on your first couple of rides or runs and ending up alone.

## COMBINE PRACTICES WITH OTHER CLUBS/TEAMS

Combine your practices with other community and university clubs. Many cities have masters swim groups, cycling clubs, and track clubs. By combining workouts with local clubs, you can double and triple the number of athletes participating and have a wider variation of pace groups. Likewise, for universities with single-sport clubs such as swimming, cycling, and jogging, combining groups will increase your numbers and add a greater variety of pace groups. Just be sure that if you have a waiver, it gets signed before combined practices take place.

## CREATE SOCIAL PRACTICES

Include a few social runs/rides on the practice schedule. Advertising rides as 'social' might take the pressure off of new members. State that everyone will go the speed of the slowest rider.



# OTHER IDEAS

## PARTNERING WITH OTHER SCHOOL PROGRAMS

Look for opportunities to partner and combine programs/activities with other departments on campus. Some examples include:

- **Physical Therapy:** Some university recreation departments will allow sport clubs to use the University physical therapists for free.
- **Massage Therapy:** Many schools have physical therapy programs and athletic training programs whose students need to practice giving massages. They usually do this for free. Also, check with local schools that specialize in massage therapy.
- **Performance Testing:** Check with the athletic training programs to see if they need people for performance testing. They need subjects for their research and you might want or need VO2 Max or Lactate Threshold testing for your team members.

## RACE ALL TYPES OF RACES

Don't only race the biggest and most popular races. Racing smaller local races helps take the pressure off of new members to race. You should also look into participating in local 5K or 10K road races or local bike tours in the off-season. These can be used as a training session and are great opportunities for team bonding.





## VOLUNTEER

Volunteer as much as possible throughout your community. This can be a great way to get the word out about your club and can lead to a potential sponsorship. If you volunteer at local triathlon races, masters swim meets, community cycling races, and community running races, the community members will be more willing to help out when your club puts on your own events. As a sport club, you may also be required to do some community service anyway.

## WALKABLE CAMPUSES

Many Universities are pushing for a more “walkable” campus to eliminate cars and promote health. This means there will likely be an increase in bicycle use, as well. To help the University in their efforts, offer to host bicycle safety seminars in accordance with your University recreation (or other University programs) to go over the rules of the road, encourage the use of helmets, etc. You might also do free bike repairs to make sure people’s bikes (brakes) are working properly. This will get your club great publicity and help the general student body at the same time.



# THE FUTURE

Starting a collegiate triathlon club is an exciting adventure. Your club will become part of a growing movement across the country that includes **more than 130 collegiate teams and over 3,000 of the most passionate athletes in the world.** There are legendary clubs that have existed from the first years of collegiate racing, students racing professionally who have worked their way through the collegiate ranks and many other graduates who are still racing as amateur competitors long after leaving the team.

There is no doubt that competitive triathlon is a sport that may be addictive in many positive ways, with the end result typically a lifetime of health and productivity. Your contribution to the sport in collegiate team development is invaluable and will provide a positive impact on the lives and health of many students through the coming years. We hope your team will grow in numbers and competitive ability and that a National Championship is always on your horizon. Welcome to Collegiate Triathlon!