

Tag Day

Tag Day is the largest fund-raising activity for the Riverside Rowing Program.

Door-to-door canvassing by student-athletes is spread out over two days in the winter before the first on-the-water practice. Tag Day depends on favorable weather, good economic conditions and our traditionally friendly RVHS neighborhoods. We expect everyone on the team to participate. In addition to the fundraising impact, Tag Day helps create bonds among team members as they prepare to hit the water. We will pair new rowers with experienced rowers.

WHAT EXACTLY IS TAG DAY?

Tag Day is an **important** yearly athlete-driven fundraiser.

On Tag Day, athletes (transported by athlete drivers and volunteer parents) walk door-to-door in our local neighborhoods. They are given talking points to help them confidently tell Riverside families about the sport of rowing, how we receive no LCPS funds, that we rely on dues and donations — and then ask for their support.

Rowers are always grouped together, so no one goes alone. Groups of 3 or 4 rowers (with at least 1 returning/seasoned rower) will be paired with 1 volunteer driver (athlete and/or parent). Each driver volunteer will transport their group to the pre-mapped route so that the rowers may canvas their designated area. Driver volunteers are responsible for safely transporting rowers, keeping eyes on them during canvassing for safety, and helping them keep track of the cash and checks they collect.

WHY DO WE DO TAG DAY?

Tag Day is one of our **BIGGEST** fundraisers of the year. So, while it might seem a time-consuming event, it helps us keep registration costs down, pay for the coaches and maintain our equipment.

TYPICAL TIMELINE OF EVENTS

Time	Event
8:30 AM	Arrive at Riverside. Park at the front of the building please!
8:45 – 9:00 AM	Safety Briefing, Map Distribution, Assignments
9:00 – 11:45 AM	Perform Routes

11:45 AM – 12:15 PM	Return to Cafeteria, tally results, clean up and clear out.
---------------------	---

IMPORTANT TAG DAY TIPS AND INFO

- ❖ We are publicly representing our team and Riverside – please remind athletes to be respectful and polite during every interaction on Tag Days. Our conduct in neighborhoods is highly visible.
- ❖ Please wear weather appropriate clothing and if possible Riverside Rowing Spirit Wear – we may have donated items to borrow.
- ❖ Arrive on time to be grouped and receive neighborhood assignment.
- ❖ Freshman/Novice athletes will be paired with experienced team members.
- ❖ Drivers will always stay within sight of athletes. Drivers will be responsible for the money collected. Safety is of utmost importance!
- ❖ After completing the neighborhood, the driver will return the athletes and money to the school.

TAG DAYS FAQ

Do I have to sign up to participate?

Technically, no, but it does help us figure out logistics. Using the sign-up genius allows parent volunteers to pre-assign groups to routes. If you “just show up” you will spend time waiting for a route/driver assignment instead of heading out. The more participants we have, the more quickly canvassing can be completed.

What if I don’t have all day or can only make one of the two days?

Many hands make light work, and we need all hands-on deck! While we hope everyone will participate, we understand and appreciate that many students may have other commitments on Tag Day. If this is the case, contact Riverside Rowing as soon as possible at volunteers@riversidecrew.org so we can determine how you can meet your mandatory volunteer requirements.

What should I bring with me?

A positive attitude! But, in addition, we suggest the following:

ATHLETES:

- ❖ A refillable water bottle. Stay hydrated and then you'll have water at lunch.
- ❖ Riverside Rowing Spirit Wear, if you have it. A limited amount of spirit wear will be available to buy for the day, should you wish.
- ❖ Essentials medicines

- ❖ Snacks if you need them.

PARENT DRIVERS:

- ❖ Patience. It can be challenging for athletes who have never canvassed before to speak to strangers. Your kind words and encouragement will go a long way.
- ❖ Anything you might like to have on hand while sitting in the car for a few hours (water, coffee, etc.).