

SPMS Marketing and Program Development Report for August 25, 2016

Membership in my Long Beach Grunion Swim Club is growing and I hope the same is true in your club. Bringing a guest to a workout is always an excellent recruitment effort. USMS did not give us much notice to promote August 15 as Try Masters Swimming Day, but I promoted it via email to a few different swim contacts who might not have noticed the announcement. Perhaps we could pick a certain week every few months to encourage our Masters Swimmers to bring a guest to any workout that week.

I ordered and received 100 SPMS neon orange latex swim caps to be used in an effort to recruit open water swimmers.

To date there are 22 Club Swimmer of the Month recipients.

There are currently 60 USMS Check off Challenge participants.

The last on line SPMS Logo Store purchase was in July. Cal Pro Sports is not equipped to handle on line sales for our SPMS caps and luggage tags and stickers. I will try to get line items in our new budget for marketing materials.

Scholarships for coaches certification levels 1, 2, and 3 are available, but I think the process should be improved. Perhaps an on line application completed by coach or Swimmer wishing to apply for a scholarship could be submitted to Marketing for approval.

I am thinking it would be great to use photos of swimmers representing all minorities/races to attract swimmers from a broader base. Maybe SPMS should have their own brochures.

I have been in contact with several coaches trying to establish new swim clubs. I am waiting to hear about new clubs being formed.

Thanks for your help and support.

Anita Cole