

SPMS Marketing and Club Development 10/18/18

First I would like to thank everyone for honoring me with the Dorothy Donnelly Service Award. I was shocked. Kenny Brisbin texted me from the USMS Convention saying, "Guess who won the Dorothy Donnelly Award?" I was dealing with the sudden death of my brother at the time. I assumed Kenny won it, and so I congratulated him! But it was me! A pin and certificate is being mailed to me from USMS.

#WhyISwim is just getting started on Facebook, Instagram, and Twitter and emails to various club contacts. I need help with this to generate more enthusiasm for why we all swim. I have asked USMS Marketing for help. Please share why you swim on various media platforms or even verbally on deck.

I will ask Dan to email another Monthly Tip for Growing Club Membership to all club contacts. I am visiting the fact that more men are USMS/SPMS members than women in similar percentages of 53% and 52% men to 47% and 48% women respectively. I would appreciate feedback from club contacts as to their numbers and what is the perceived reason for more male members. How can we recruit more women? I have asked USMS for help with this as well.

A questionnaire to update club information on the USMS Website category "Find Club" requires coach to be a USMS member by requesting permanent portion of USMS swimmer ID # to be used as coaches' ID #.

David Johannsen, Dan Wegner, and I are working together on the best method to give recognition to Go The Distance high achievers. The SPMS Website and our SPMS Newsletter will be helpful tools for GTD Swimmer recognition. It would also be nice to have a certificate issued via email when participant reaches his or her goal for the year. I have asked USMS for help with this. Perhaps USMS generated GTD participation patches could be purchased from SwimOutlet.com just like other USMS items available for purchase.

I have received a supply of marketing items. Let me know if you would like to have items to help market your club or market Masters Swimming at an outside event. I plan to bring items to the November Face to Face for distribution.

I submitted the SPMS 2019 Marketing and Club Development Budget request to Bob Eberwine.

Thank you for your help and recognizing my intentions and efforts.

Anita Cole
SPMS Marketing and Club Development

