

## SPMS Marketing and Program Development

June 16, 2022 Report

The members of the SPMS Marketing and Club Development Committee include Megan Johnston, Karin Perissinotto, and myself.

Our last Zoom meeting was on Thursday, May 12. We discussed the upcoming July USMS Try Masters Membership Campaign and how we can best help clubs participate. I personally called and emailed many club contacts encouraging greater Try Master club participation.

We continue to encourage clubs to apply for grants when appropriate, and for these grant recipients to share their success based on how these funds were used by posting on social media or writing an article for our newsletter or website including photos.

It is important for each club to have a website and keep it updated, attractive, and relevant. We offer general help in accomplishing this and suggest applying for the SPMS \$1500 grant to help with website expenses.

On May 31 I participated in the USMS Webinar on the Future Vision with follow up discussion via Zoom on June 2.

I have contacted the Pasadena Senior Center in an effort to get contact info for the swimmers who competed at the Senior Games in Pasadena on Sunday, June 5 at the Rosebowl Aquatics Center.

I wrote an email to unattached swimmers. On June 2 Judi Divan sent out 452 emails to these unattached SPMS Members. This letter encouraged these swimmers to use the Club Finder tool to locate a convenient club to try out and to ask me for help if needed. I have received only two phone calls from unattached swimmers so far.

The Marketing Committee members will communicate via emails in June and will formally meet again via Zoom on July 14 at 7 pm.

Thank you for your continued support.

Anita Cole

SPMS Marketing and Club Development Chair

Long Beach Grunions Membership Coordinator 310-367-4606 call or text

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