

SPMS Marketing and Club Development Report
April 20, 2023

My marketing team composed of Ralph Porrazzo, Lucila Davies, and I have been working together on sharing info, events and photos on social media and establishing better communication with our club contacts.

Lucila Davies created a survey for a friendly "Coach's Question of the Month." This month we want to know how many more members ideally would each club like and how we at SPMS Marketing can assist in achieving this goal.

Our SPMS Instagram is live and thriving under the guidance of SPMS Digital Social Media Specialist Ralph Porrazzo.

We have plans to recognize swimmers who served in the military in honor of Memorial Day. Please share names and military photos of any of your club members including yourselves! We know we have swimmers who served in the military. We would like to recognize and thank these members for their service. Please chime in!

To post anything on our SPMastersSwimming Instagram account, please Direct Message the

@SPMastersSwimming

and Ralph will respond. You may also email Ralph your Instagram post at rporrazzo@rosebowlaquatics.org

April is Adults Learn to Swim Month. I am interested in hearing how your clubs did with this program. My Long Beach Grunions Club had a successful program with 19 different adult participants learning to swim in three evening sessions with 5 great volunteer coaches all in the water with these motivated adults who were really trying very hard to learn how to swim. A few participants were actually swimming laps by the end of the sessions, but two were still hugging the walls for dear life.

Just a reminder that host clubs will automatically receive \$1500 per day of swim meet from SPMS available funds. Funds for stroke clinics may be available upon request. We want more clubs to host swim meets and stroke clinics. Members really want stroke clinics and opportunities to get together. Not all of our members attend swim meets. They need another venue. So, get your club to do something inclusive in 2023! Maybe a fitness event would work.

I attended the Matt Biondi Swim Meet on March 26 and talked to coaches and swimmers on deck asking them how they are marketing their clubs. April 1 both Luci and I attended the Riptide Pentathlon Swim Meet in Huntington Beach and distributed marketing materials. The Rose Bowl Masters Swim Meet on Sunday, April 16 was a huge success with over 150 competitors. It ended at 1:00 pm due to short format with sunshine and happy swimmers

preparing for upcoming Spring Nationals in Irvine. What a great warm up it was for this super big upcoming swim event!

We hope to see many of you as well as the other thousands at this upcoming Spring Nationals Swim Meet in Irvine April 27-30.

If you need marketing supplies, please tell me ahead of time so that I can bring the proper amount to hand over to you at a swim meet instead of mailing items.

The recent SCPPOA Lunch Social was on Friday, April 14 at Brewery X in Anaheim. Lucila Davies attended this function to represent SPMS. There are no more SCPPOA Meetings until September.

We are working on a new SPMS Digital Banner that has descriptive welcoming words. This banner could be customized for each club with club logo and website or QR code. More details will be provided soon.

If you or a Masters Swimmer you know has an interesting swim story to share, please let me know. Sometimes successful swimmers exist in families from generation to generation which is a great legacy. I would like to share such swim stories in our SPMS Newsletter and on our social media platforms. What is your big WHY do you swim? Why do you continue to join USMS and stick with your club? We want to celebrate your story!

Please share your stories and marketing ideas with us and remember to visit and post on all of our social media platforms including Facebook, Twitter, and Instagram.

If you would like to join our marketing team, we welcome you! Please email me.

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