

## Unidos Masters Swim Team Monthly Report - October 2023

### **Executive Summary**

In October, Unidos Masters Swim Team focused on membership recruitment through a combination of online advertising and local canvassing efforts. We also invested in a Van Ness Aquatic Center banner for increased visibility. As we move forward, we've decided to pause our lane rentals for November and December and concentrate our advertising resources in the meantime. Our timeline is to resume lane rentals in January. This strategic shift aligns with the New Year's resolution season, promoting swimming as a healthy lifestyle choice and supporting USMS's "Try Masters Month" initiative.

### *Membership Recruitment*

- **Online Advertising:** Our initial approach involved online advertising through social media platforms, Google Ads, and swim-related websites. Unfortunately, this approach did not yield the expected results, and we struggled to attract new members through these channels. We will re-evaluate our online advertising strategy in the future.
- **Local Canvassing:** To improve our membership outreach, we will be engaging in local canvassing efforts, visiting nearby swimming facilities and speaking with potential members in person. This personal approach showed promise and resulted in several interested prospects.
  - We emailed the LA City Parks and Recreation centers and are still waiting to hear back. Our approach is to visit in person in the following weeks.
- **Banner at Van Ness Aquatic Center:** We have purchased a prominent banner at the Van Ness Aquatic Center, increasing our visibility within the local swimming community. This visible presence is expected to impact our future recruitment efforts positively.

### **Strategic Shift for November and December**

Understanding the challenges faced in October, we've decided to pause our lane rentals for the months of November and December. Instead, we will concentrate our advertising resources and efforts on the two upcoming months to resume in January. This strategic shift is based on the following considerations:

- **New Year's Resolutions:** January is traditionally a time when individuals set fitness and health-related goals for the year. Focusing our efforts in January, we aim to capitalize on this momentum and encourage people to include swimming in their New Year's resolutions.
- **USMS's "Try Masters Month":** The USMS initiative promotes January as "Try Masters Month," encouraging people to try Masters Swimming. By aligning our recruitment efforts with this national campaign, we can benefit from the increased awareness and interest.

We are waiting to hear from LA City Parks and Recreation of the approval of our new facility permit. Once we have, we will start implementing the strategic shift in our advertising efforts.

### **Future Outlook**

Our pause of lane rentals for November and December will allow us to reevaluate our strategies, fine-tune our approach, and create compelling marketing materials in the meantime. We are in the works of planning and preparing for a stronger, more targeted recruitment campaign during these two months.

As we progress, we remain committed to growing Unidos Masters Swim Team and providing a supportive and inclusive environment for all swimmers.

### **Conclusion**

October has provided us with valuable insights into our recruitment efforts. While we experienced challenges with online advertising, our local canvassing and the presence of our banner at Van Ness Aquatic Center have shown promise. By strategically focusing on advertising for November and December and resuming lane rentals in January, we anticipate increased success in attracting new members and promoting Masters Swimming as a healthy lifestyle choice.

### **October Treasurer Report**

[Budget vs Actuals](#)