

SPMS Marketing Report 1/15/15

Marketing has continued through the holidays with calendar sales and distribution of marketing materials as well as more items ordered from USMS via Dan.

The calendars have been well received, but most swimmers want them for free just like with the caps and luggage tags and other marketing items. Our members have been “spoiled” by previous “free” items. About 100 calendars have been sold so far. I would prefer to simply add \$1 to membership dues designated for cost of marketing items. I also will encourage on line donations from members who pick up multiple marketing items at swim meets. I also intend to encourage swim clubs to order their own supplies directly from USMS for marketing their own team and to order supplies 6 weeks in advance of hosting a swim meet. It is good business to have our branded items out there for all to see, take, and share. For now I still feel the need to supply the items for meets.

I have mailed marketing items to meet directors of upcoming meets that I will not be able to attend. I have requested that whoever is working at the awards/ribbons table to please display the marketing items. When I attend a meet, then I will display and distribute marketing materials. There is a Senior Games Swim Meet in Palm Desert February 8 that I shall try to attend. I am also communicating with directors of Senior Games in an effort to encourage membership to Masters Swimming.

I have been researching painless ways for donations to SPMS to accrue and discovered *Smile.Amazon.com* which is regular Amazon.com except a charity is selected before shopping and *CommunityGifts.com* which is grocery store donations to designated charitable organizations. A small percentage of purchases made by participants is donated to qualifying organizations that apply to be listed. An amount of .5% of total purchases by participating shoppers is donated by Smile Amazon quarterly and 1% up to 4% of total monthly purchases of groceries by award card carrying participants at stores like Ralph’s, Smith’s, Kroger, Food4Less, Pay Less, JayC, Foods Co., Baker’s, etc. is donated to approved organization. Each grocery shopper registers just once for donation and the rest is automatic with each purchase. There are maximum amounts per participant and per shopper and per quarter, etc., but our organization does qualify, and I feel it is worth a try. These donations could help to build up our reserve fund and help to pay for more expensive “free” marketing items! These are projects worth pursuing and easy money once initially set up. A Letter of Determination from the IRS as proof of tax exempt status under section 501(c) 3 and Fed Tax ID # are items required in the application to have SPMS included as one of the charitable donation organizations. Once set up, it would need to be made easy for our members to sign up using a link for ease. It would need to be promoted on line in facebook and on line newsletter and on line announcements, not in printed materials.

In an effort to participate in Swimming Saves Lives I have Dr. Pete Andersen scheduled to teach volunteer Master Swimmers from my Long Beach Grunion Swim Team how to teach adults to swim on Monday and Tuesday, March 30 and 31 from 7 to 8 p.m. at Silverado Park Pool in Long Beach at no charge. These volunteers actually plan to teach adults to swim on Mondays and Tuesdays in April from 7 to 8 p.m. again at Silverado Park Pool during our regular Grunion work out time when we already have the pool time rented with coach on deck and lifeguard in chair. It would be wonderful to have a scholarship fund to pay for members to take the formal ALTS instruction course in La Mirada on March 21, but I understand that \$300 per person is a bit expensive and who would decide who is to receive such a scholarship?

Thanks for your patience, help and support in my projects and desires.

Anita Cole

Marketing SPMS 24/7