

## SPMS Marketing and Program Development Report June 15, 2017

Most of my efforts this past month have been focused on promoting the USMS Try Masters and Refer a Friend initiatives. These tools used successfully could grow membership. It has been one national membership drive with multi-level rewards.

SPMS won the competition for having the most Clubs sign up to participate in the Try Masters Week. SPMS will be honored at the annual convention in Dallas in September. Thanks goes to the fifteen SPMS Clubs who signed up to participate! Also, I would like to publicly thank Christine Maki and Dan Wegner for their help in promoting Try Masters.

I wrote email letters to each of the club contacts who signed up to participate in the “Try Masters” Week thanking them as well as asking for feedback as to results of swim period June 1 to June 11 regarding number of guest swimmers in attendance at workouts and any gain in new members. I already heard back from one coach saying that for her club she gained two new swimmers. She attributes the success to Face Book sharing of post of USMS Try Masters and a sign she posted at her workout pool announcing Try Masters June 1 – June 11 with times of swim practices welcoming guests. The “Refer a Friend” offers possible prize to USMS member/referring swimmer which is an incentive to invite a guest to a swim workout. All clubs were encouraged to invite guest swimmers whether club officially signed up for Try Masters or not. I am interested in knowing if this was a successful program. USMS will be tracking referrals. If there were positive results, perhaps SPMS can do something similar within our LMSC even if USMS does not repeat the event.

I have also responded by emails to a few other coaches who have contacted me regarding a few other issues. An open line of communication is a good thing. Two coaches have recently requested more marketing supplies which I have mailed to them. My goal is to contact as many clubs as possible to offer assistance in growing their membership. Sharing ideas and using social media to promote our product to a larger population is my current goal.

Fitness swimmers are the majority of our members and need more attention to retention. We seldom hear from them.

Get wet, get fit!

Our dedicated coaches and strong leadership make me proud to be a part of this organization. Thanks for your support in marketing Masters Swimming.

Anita Cole