

## SPMS Marketing and Club Development Report for March 18, 2021

Marketing membership on social media platforms is still on hold until more clubs resume coached swim practices. My committee members Megan Johnston, Karin Perissinotto, Kenny Brisbin, and I share ideas and themes/slogans for future ad campaigns via emails. Christine Maki and I are also working together to determine status of clubs via coaches.

On Thursday March 4, I participated in the SCPPOA Zoom meeting with guest speaker Cortez Jordan.

The topic was "The Power of Us!" He was referring to the power of aquatic directors and other aquatic positions and their importance in leadership. The power of us to rebuild our aquatic programs stronger and better. SWOT referred to business model identifying Strengths, Weaknesses, Opportunities, and Threats of each aquatic program. The next SCPPOA meeting is on Thursday, April 8 at 1 pm via Zoom.

I am communicating with Kyle Deery regarding USMS Marketing plans. Try Masters Swimming Month is coming up in July for the entire month. Clubs will need to decide if they are welcoming new trial memberships or not. Kyle suggests that every club have a designated swimmer volunteer membership coordinator to handle the 30 day trial swimmer applications and welcoming and follow up. A designated person should respond to trial membership emails and try to greet and meet this potential member at the gate and follow up after the swim practice. Communicating with these potential USMS members is very important.

Our USMS Fitness Education Committee met via Zoom on Wednesday, February 24 and shall meet again on Wednesday, March 31. Our next fitness event is June 1-15 which is a 2K swim either done as an individual lap swimming or with others at club workout or whatever works for the participant. Greater coach involvement to promote event would be greatly appreciated. Even organizing club participation competitions by coaches is possible. We need to be creative in keeping swimmers engaged.

I have free marketing materials available for club use. Please contact me with your requests. I am happy to mail items to coaches upon requests.

Anita Cole  
SPMS Marketing and Club Development  
USMS Fitness Education Committee  
Grunion Membership Coordinator