

SPMS Marketing and Club Development Report
10/20/22

The Marketing Committee is composed of Karin Perissinotto and myself. Please contact me if you would like to be on our committee.

We are in need of a SPMS Volunteer Social Media Coordinator to join our committee. If you know of a possible member on your team with talent and time to help with social media, please refer me to this swimmer. This person would attend local events and take photos to post and write about upcoming and past events on our social media platforms promoting our clubs and Masters Swimming activities all across our LMSC. Clubs would also feed content to this person for posting. Perhaps this position could evolve into a paid contractor position.

I will be reaching out to our younger members asking them to contact their college swim coaches in an effort to recruit senior student members from their club swimming programs. If you have young member swimmers in your club who swam in nearby colleges or high schools, please reach out to them to help recruit some of their previous teammates.

The new item under consideration is a swim bag tag with medical emergency info on a card inserted in a waterproof holder. I have discussed this item with Dawson Hughes who is considering making this a USMS item. I have not yet heard back from Dawson Hughes.

I encourage coaches and clubs in need of funds to apply for available SPMS Grants. Clubs can request up to \$1500 every year to help host a swim meet or stroke clinic or pay for more pool rental space, etc.

I currently have about 1000 SPMS Luggage Tags and 500 USMS swim caps. Let me know if you want me to mail your club supplies for new member goodie bags or an upcoming swim event.

I attended the SCPPOA meeting in Carson on Thursday, October 6 and promoted Masters Swimming Programs and gave out marketing materials to interested pool managers and coaches who attended the meeting. SCPPOA usually meets the first Thursday of most months in a different location. The next SCPPOA Meeting is on November 3 in Laguna Niguel. I am waiting to receive more details of upcoming meetings to share on the SPMS Website. We have an agency membership. I can list up to 4 of our members. Who would like to volunteer to have his or her name included with mine, meaning you think you would like to attend a SCPPOA Meeting?

I have participated in meetings for our upcoming SPMS Annual Meeting scheduled for November 12 as well as our budgeting meetings. This annual meeting at Golden West College will be more like a swim fest with swim workout, swim stroke instruction, awards, business meeting, and speaker. We are hoping for greater participation than our previous annual business dinner meetings. We are discussing new concepts for our budget.

I have also been attending the Pacific Masters Marketing Committee Meetings via Zoom. Pacific Masters has a beautiful new website which I envy for our own LMSC.

Please share your ideas with me and help me find a volunteer social media coordinator to join our marketing and club development committee.

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