

SPMS Marketing and Club Development Report
March 16, 2023

My marketing team composed of Ralph Porrazzo, Lucila Davies, and I have been actively working together on better communication with our club contacts and general membership. Lucila Davies created a survey for a friendly request to clubs' contacts to identify their Club Reps who may soon be joining us on our monthly SPMS Zoom Meetings. So far we have 9 responses. Lucila also sent out the Coach Question of the Month: How can we reward your membership? What do you want SPMS to give back to your membership? Next month we want to know if coaches want their clubs to grow in membership. If so, how can SPMS help with this goal?

Our SPMS Instagram is live and thriving under the guidance of our new volunteer SPMS Digital Social Media Specialist Ralph Porrazzo. We have lovers sharing lanes. We also have swimmers who served in the military. We would like to recognize and thank these members for their service to recognize them for our May Memorial Day celebration. Please share photos of you or your members in military uniform and provide a statement or two about anything this veteran would like to share. Ralph Porrazzo will post these photos and messages on our Instagram account. These photos and messages may also appear in our next SPMS Newsletter.

To post anything on our SPMastersSwimming Instagram account, please Direct Message the @SPMastersSwimming

and Ralph will respond. You may also email Ralph your Instagram post at rporrazzo@rosebowlaquatics.org

There are several posts on our IG account already. We had great success with our Valentine's celebration of couples swimming together.

Webmaster Steve Ingram has added Instagram to our SPMS Website list of social media platforms. Thank you, Steve! Please visit Instagram and share posts.

April is Adults Learn to Swim Month. Our Gold Clubs will be participating in this program. I suggest all clubs consider offering free swim lessons to adults who are interested in learning how to swim in April.

Just a reminder that host clubs will automatically receive \$1500 per day of swim meet from SPMS available funds. Funds for stroke clinics may be available upon request. We want more clubs to host swim meets and stroke clinics. These funds can be used to subsidize expenses as needed. So, get your club to do something in 2023!

I attended the Mission Viejo SCY Swim Meet on March 12 and distributed some SPMS and USMS Marketing items. Ralph and Luci also attended this swim meet and so we had a casual,

brief impromptu SPMS Marketing Committee Meeting on deck. I hope to see many of you at upcoming swim meets in April. If you need marketing supplies, please tell me ahead of time so that I can bring the proper amount to hand over to you at one of the swim meets instead of mailing items.

The recent SCPPOA Lunch Meeting was on Thursday, March 2 in Conejo Valley. Coach Nancy Reno spoke on water safety and promoted Adults Learn to Swim. About 50 people attended. It was a very successful meeting. Thank you for representing SPMS and making us proud, Nancy! The next SCPPOA Meeting and Social is in Los Angeles on Friday, April 7 at Angel City Brewing. Both Lucila Davies and I plan to attend to represent SPMS.

If you or a Masters Swimmer you know has an interesting swim story to share, please let me know. Sometimes successful swimmers exist in families from generation to generation which is a great legacy. I would like to share such swim stories in our SPMS Newsletter and on our social media platforms. What is your big WHY do you swim? Why do you continue to join USMS and stick with your club? We want to celebrate your story!

Please share your stories and marketing ideas with me and remember to visit and post on all of our social media platforms including Facebook, Twitter, and Instagram.

If you would like to join our marketing team, we welcome you! Please email me.

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