

SPMS Marketing and Club Development Report for August 17, 2023

The SPMS Marketing and Club Development Committee composed of Anita Cole, Ralph Porrazzo, and Lucila Davies is working hard to gain greater attention through social media and grow membership through marketing tool suggestions offered to club contacts. We are also offering reimbursement to clubs for marketing items purchased, but club must first get approval before ordering items. So far only three clubs have shown interest in this new marketing opportunity. I have not yet received any price quotes for requested reimbursements for co-branded (club logo with USMS and SPMS logos) marketing item orders like caps, banners, stickers, etc.

USMS is still offering free co-branded banners for clubs. Please email Melanie Jaudon to place your club banner order at mjaudon@usmastersswimming.org

Try Masters Membership Drive was in progress in July. Only 12 of our SPMS Clubs participated in this program. Kenny Brisbin furnished a report showing numbers of inquiries. We don't know how many actually attended workouts or will actually join the club they tried out. Luci made a beautiful digital banner promoting Try Masters which she emailed to all club contacts.

There have been no recent Club Swimmers of the Month nominations since our last SPMS Zoom Meeting. Coaches, I highly recommend that you use this award more frequently. This is a great motivational tool for swimmers. It is especially meaningful for the fitness swimmers who do not compete at swim meets or new swimmers making great effort to improve. Please visit our SPMS Website Awards section to read all about it. Swimmers love the automated certificates that they receive.

Lucila has been working hard on plans for a Fall Fitness Progressive Mile Swim Challenge on Sunday, October 15 at Palm Park Aquatic Center Pool located in the Greater Whittier area at 5703 Palm Avenue, Whittier, CA 90601. She is busily working on details to share in a separate report.

Ralph has been posting on Instagram. Coaches, please assign a swimmer to take photos at your swim meets. Please send photos to Ralph by DM to SPMastersSwimming Instagram page or email Ralph at rporrazzo@rosebowlaquatics.org

Please send articles and photos to Jorge Ferrero by August 25 for the next SPMS Newsletter.

We welcome your ideas and would like to hear how you are marketing your club and how we can help your club grow or be better for your members. We are also interested in knowing where you think a new club should be created.

Thanks for your continued support in our marketing efforts.

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