

SPMS Marketing and Club Development Report 09/20/18

#WhyISwim is just getting started on Facebook, Instagram, and Twitter. Please share why you swim.

A Monthly tip for Growing Club Membership was emailed to club contacts by Dan for me. A questionnaire to update club information on USMS Website "Club Finder" was included. I have received response in form of phone calls and emails from coaches regarding how to update their club information. I enjoy interacting with the coaches and sharing ideas.

David Johannsen and I are working together on the best method to give recognition to Go The Distance high achievers. Coaches could check on USMS Website events to locate swimmers on their team who are GTD Participants and award their high achievers with Club Swimmer of the Month Award as appropriate. We may have top ten in Go The Distance or re-organizing the GTD data to make it more usable for fitness swimmer recognition. The SPMS Website and our SPMS Newsletter will be helpful tools for GTD Swimmer recognition.

I have ordered and received more marketing items. Let me know if you would like to have items to help market your club or market Masters Swimming at an outside event.

I have been working on the SPMS 2019 Marketing and Club Development Budget.

Thank you for your support.

Anita Cole  
SPMS Marketing and Club Development