

## SPMS Marketing and Club Development Report for May16, 2019

USMS is having a membership campaign June 1 - 10 called "Try Masters" where each club is encouraged to register to participate interest with USMS and invite guest swimmers and possibly organize a guest practice or guest week or guest 10 days of swim practice. I would like to help promote this membership drive using social media and our website and e news with a little help from Dan and others.

April Learn to Swim Month went well for my two pool projects involving 12 students and 4 instructors.

David has done a great job with Go The Distance Top Ten Results which Dan has made available on website and e news. Diana has helped me with writing some of the accompanying GTD explanations.

My plans to make SPMS a sponsor for SCPPOA will cost \$500 which will be taken from the SPMS Marketing and Program Development allocated budgeted funds. My goal is to have Bill Brenner scheduled to conduct a lunch meeting presentation once during the SCPPOA fiscal year which starts in September during a monthly meeting between September and April. If SPMS is a sponsor, then we can regularly display USMS literature and marketing items on a table at all SCPPOA monthly meetings that we attend.

A foldable portable frame prop or even a digital frame to enhance and help share a special swim moment to make for a more meaningful post is still under development. Ideally I would like to have such a frame with USMS event name and club name with logo used in an artistic repeated design. I have asked a few people to help with this project. It could be a fun way to promote events as well as identify events. Perhaps USMS would be interested in co branding such frames or creating them to help promote such things as Try Masters in June.

Treasurer Bob will be helping me correct and simplify the donation to SPMS process with help from Dan to include readily visible category tab with link on website to streamline current and future monetary gifts.

As Grunion Membership Development person I receive about 6 emails per week requesting more information about our Grunion Swim Club. I respond timely and in adequate detail answering their questions. In my opinion each swim club should have a membership volunteer. Membership retention and growth deserves great attention. A club membership volunteer could handle the Try Masters membership campaign for a first project. I need coaches to select a willing volunteer membership helper.

Thanks for your continued support.

Anita Cole  
SPMS Marketing and Club Development