

## SPMS Marketing and Club Development Report for 01/20/22

The SPMS Marketing Goals for 2022 were discussed at our Marketing Committee Meeting on January 11 at 7 pm via Zoom.

Members of this committee include Anita Cole, Megan Andrus Johnston, Karin Perissinotto, and Kris McPeak.

There is no significance to the order in which these goals are listed.

1. Increase individual membership by 10% over current membership number.
2. Promote bring a guest campaign to swim practice when suitable or appropriate depending on Covid-19 situation. Maybe coordinate with theme like love of swimming in February for Valentine's Day. Pool capacity and Covid issues need to be considered.
3. Increase number of SPMS Clubs by 10% over current number.
4. Reach out to pools in our LMSC area that do not have USMS/SPMS Clubs to research if there is a demand or feasibility for establishing a new club including an available coach. Investigate pools that have USA Clubs, but no Masters Clubs.
5. Help plan events for member benefits like a more elaborate Annual SPMS Meeting. Plan event to benefit members such as offering guest speakers and stroke technique clinics and coaches' social at minimal or no charge to members.
6. Maybe send out a survey to previous members who have not yet renewed. USMS may already be doing this in the spring. So, we are to wait for now.
7. Evaluate each club website for quality and clarity making certain core information is included, easy to find, and relevant. Communicate constructive findings to club contacts directly. We are here to help grow club membership.
8. Encourage clubs to offer free trial period to prospective swim members. Make that first trial workout magical.
9. Use social media more by reposting from USMS and SPMS Websites as well as requesting swim meet host clubs to take and share photos taken at swim meet.
10. Keep line of communication and engagement with club coaches and club contacts to facilitate help as needed.

The next SCPPOA meeting is February 3 via Zoom at 11:30 am. I attended a Zoom LMSC Development Webinar on 01/13/22 at 5 pm.

It is becoming more obvious that the pandemic will continue to have a negative effect on our marketing goals. That upsets me. Some clubs are canceling events and often swim practices are limited at this time with some pool closures due to lack of staff.

The Marketing Committee meets via Zoom on the 2nd Tuesday of every month at 7 pm. If you would like to join us, please contact Anita Cole at [Marketing@SPMasterSwim.org](mailto:Marketing@SPMasterSwim.org)

Please feel free to share your marketing ideas with me and my committee.

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