

## SPMS Marketing and Program Development

May 19, 2022 Report

The members of the SPMS Marketing and Club Development Committee include Megan Johnston, Karin Perissinotto, Kris McPeak, and myself.

Our last Zoom meeting was on Thursday, May 12. We discussed the upcoming July USMS Try Masters Membership Campaign and how we can best help clubs participate. We want all 70 of our clubs to participate at whatever level they can accommodate guest swimmers. We have divided the list of SPMS Clubs and will make personal contact with suggestions including that each club have an assigned club member to receive and respond to new swimmer inquiries. It is important that this interested non member swimmer receive a rapid response from the club representative to welcome them to a swim workout asap.

We encourage clubs to apply for grants when appropriate, and for these grant recipients to share their success based on how these funds were used by posting on social media or writing an article for our newsletter or website including photos.

It is important for each club to have a website and keep it updated, attractive, and relevant. We are planning a website webinar in the fall for clubs to join via Zoom with Megan Johnston as our speaker.

I attended the OC Riptide Aquatics Swim Meet in Huntington Beach on Sunday, May 15 and provided marketing items. This swim meet was extremely well run. Compliments go to Cory Nguyen for a job well done.

The Marketing Committee members will communicate via emails in June and will formally meet again via Zoom on July 14 at 7 pm.

Thank you for your continued support.

Anita Cole

SPMS Marketing and Club Development Chair

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