

SPMS Marketing and Club Development Report  
09/22/22

The Marketing Committee is composed of Megan Andrus Johnston, Karin Perissinotto, and myself.

We are in need of a SPMS Volunteer Social Media Coordinator to join our committee. If you know of a possible swimmer on your team with talent and time to help with social media, please refer me to this member.

I will be contacting local community colleges in an effort to recruit student members from their club swimming programs.

A new item under consideration is a swim bag tag with medical emergency info on a card inserted in a waterproof holder. I have discussed this item with Dawson Hughes who is considering making this a USMS item. So, I will hold off on designing and ordering this medical emergency contact card swim bag tag.

We want to encourage clubs in need of funds to apply for available SPMS Grants.

I currently have 100 SPMS Luggage Tags and 50 USMS swim caps. I plan to order more luggage tags and caps since budgeted funds are still available.

I paid \$40 agency fee for SPMS to be a member of SCPPOA.

This past weekend I attended the USMS Convention. It was great to talk informally to USMS Board Members who can make a difference.

I did not really gain any marketing ideas from this meeting, but did gain greater general knowledge and feel good about the future of USMS. We are still going places. Kyle Deery from USMS Marketing was not present at this annual convention.

My committee has been recently using emails to communicate rather than a Zoom Meeting due to member schedule conflicts.

Please share your ideas with me and help me find a volunteer social media coordinator to join our marketing and club development committee.

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