

## SPMS Marketing and Club Development Report for July 20, 2023

The SPMS Marketing and Club Development Committee composed of Anita Cole, Ralph Porrazzo, and Lucila Davies is working hard to gain greater attention through social media and grow membership through marketing tool suggestions to club contacts. We are also offering reimbursement to clubs for marketing items purchased, but club must first get approval before ordering items. So far only one club has shown interest in this new marketing opportunity. Nancy Reno from CVMM plans to order co-branded swim caps.

Try Masters is in progress this month. Only 12 of our SPMS Clubs are participating in this program. Luci made a beautiful digital banner promoting Try Masters which she emailed to all club contacts. It can be personalized to include club logo.

There have been three recent Club Swimmers of the Month nominations. Eric Weber and Sally Packard of Mission Viejo were nominated for this award by Coach Mark Moore. Anastasia Kurteeva from West Hollywood Club was nominated by Coach Kiley Ames. I highly recommend that coaches use this award more frequently. This is a great motivational tool for swimmers. It is especially meaningful for the fitness swimmers who do not compete at swim meets or new swimmers making great effort to improve.

Lucila has been working hard on plans for a fitness event on a Sunday in October as well as starting up a new club in the Greater Whittier area. She is busily working on details to share in a separate report.

Ralph has been posting on Instagram. Please send photos to him by DM to SPMAstersSwimming Instagram page or email Ralph at [rporrazzo@rosebowlaquatics.org](mailto:rporrazzo@rosebowlaquatics.org)

Both Luci and I wrote articles for the SPMS Newsletter. Please check "Marketing Matters" for my article.

We welcome your ideas and would like to hear how you are marketing your club and how we can help your club grow or be better for your members.

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