

SPMS Marketing Report

September 11, 2014

The SPMS Marketing Committee now officially consists of Eileen Span, Robin Smith, Jacqueline Cole, Sherry Brooks, and me. Dan is unofficially on our committee because I rely on him to accommodate my technical website needs to make our communications, projects, and sales all possible. I get ideas, and he tells me if they are feasible from his technical and realistic point of view.

Our general marketing goals are to increase our current membership by recruiting new members as well as retaining our existing members by better serving their needs.

I hope to develop a brief survey or questionnaire to be linked to the 2015 USMS/SPMS membership renewal to help identify our members expectations. We are using the 2011 USMS survey as our guide. Dan will help to facilitate this survey project. Perhaps we could create achievement opportunities that are not competitive based for the fitness swimmer in the usual way. Maybe recognition for mileage swam or number of workouts attended rather than speed per event could be recognized and rewarded at the team/club level each year at local club awards banquet. Perhaps some form of recognition could be given to acknowledge membership milestones such as for first year (a cap) or tenth year (a certificate). I would like to target the unattached swimmers to encourage these swimmers to connect to a convenient team. Perhaps unattached swimmer's contact information could be forwarded to appropriate swim club contact. That would require Dan's assistance again.

The 2015 SPMS printed calendars will be available for pre-order through Dan on our website as early as October. I plan on printing 400 calendars this year instead of the 200 ordered last year. The purchase price will remain at \$15 per calendar and the fulfillment will be handled by Jax and me and made possible by Dan forwarding the sales information to us in weekly batches. The calendar sales should more than pay for the expense of printing them. An article regarding this pre-order option will be sent out by Dan in his regular news email updates. Thank you, Dan.

October 4 is the second annual Catalina Swim Relay Challenge to raise funds for the Jonathan Jaques Children's Cancer Center in Long Beach, and I plan on displaying our banners and having a table of marketing materials on site in Long Beach at the oceanfront Boathouse Restaurant. I have spoken to Curtis Bowman who is the Long Beach firefighter in charge of this event, and he has agreed to permit me to do so. I would like to get this committee to approve a \$100 exhibitor fee for the vendor space for advertising at this event and have Treasurer Bob make out a check payable to Long Beach Firefighters Memorial

Association so that I may market SPMS at this event.

I would like to support the USMS "Swimming Saves Lives Foundation" by donating \$50 this year with the hope of donating more next year. There is a "donate now" button on the USMS website which I would like to be able to press. I need this committee to approve such a donation. On the local level it would be great to have the pool facilities wherever we workout apply for a grant next March from this foundation to pay for free or inexpensive swim instruction to encourage adults to learn to swim. Supposedly 37% of the American adults are unable to swim and their children are also more likely not to swim. Perhaps some of our coaches could volunteer time to teach such adults. "Teach California to Swim" could be our extension of this program. I am thinking of trying to find a way to make swimming a required public school physical education class wherever campus school pools exist instead of swimming only being offered for swim teams at the high schools. There are significant numbers of annual drownings that could be avoided if swimming were taught to children at early ages. It is just as important as free school lunches. Maybe Michelle Obama would like to support this project!

Several more swimmers have ordered our co-branded business cards through Dan in hopes of having these cards before departure to the upcoming convention. Thank you again, Dan, for always being there to facilitate my projects.

Perhaps marketing supplies should be shipped to meet director for each swim meet. These marketing items could be placed near the awards table. If one of us on the marketing committee is in attendance to man the marketing space at the swim meet, great; if not, it will be up to the hosting swim club to find a volunteer to help out with marketing.

I have been working on the marketing budget for 2015 and am confident that we can have a successful marketing year spending less money without compromising the end results.

If you are attending the USMS convention, please gather any marketing ideas that you might hear for me as well as share our goals and projects with others there. We are all in the same swimming "family" and need to work together.

Thanks for your help and support.

Anita Cole
SPMS Marketing
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