

SPMS Marketing and Club Development Report for April 16, 2020

I have been in touch with several club contacts to share ideas of how to stay connected to swimmers and how to keep our swimmers in shape. Running and yoga and swim stroke motions practiced in front of a mirror are some of the options. I think a Club Membership Volunteer could be a big help to coaches now and later when pools and beaches reopen. This Club Membership Volunteer could help coordinate dryland training, organize club social video chats, contact club members who are at high risk offering to help if needed, and in general being an ambassador of goodwill and "sunshine." This Club Membership Volunteer could also work with the aquatics facility staff to make certain the swim workouts can resume as soon as possible.

The donate link on our SPMS Website is now functional and attractive.. Thank you Dan and Megan. Dan Wegner will send a thank you letter appropriate for tax purposes to each donor upon receiving a donation via credit card processed by Club Assistant and Bob Eberwine will send the thank you letter upon receipt of check mailed to SPMS mail box. Thank you for your help.

The April SCPPOA Meeting was cancelled. The next meeting is in September.

The USMS Fitness Committee met via conference call on Wednesday, April 8.

USMS Try Masters month in July is still on schedule. Clubs should be planning how to recruit new members in July.

Keeping in touch with swimmers using all forms of communication and various social platforms is so important to retain our members now when there are no swim practices nor face to face socials.

Let me know if I can help you and your club in any way.

Anita Cole
SPMS Membership and Club Development
Long Beach Grunion Membership Coordinator
USMS Fitness Committee