

SPMS Marketing and Club Development Report for 08/20/20

I participated in the Zoom Fitness Committee subcommittee on membership retention on July 20. Keeping in contact with swimmers and requiring membership to swim with group or club was emphasized and engaging members at club level person to person in pool or on deck is more effective than recruiting or requesting renewal from national level. Instead of 30 day free trial membership for club a 7 day free trial was suggested with maximum of 3 coached swim workouts included in trial period. After that paid USMS Membership with club dues is required. Small open water swim groups seem to be trending to keep the club camaraderie and swimming available.

I listened to the USMS Diversity and Inclusion Peer to Peer Zoom Webinar on July 23 and the ALTS Zoom Webinar on July 30. I did not find any great "pearls" to share. Wednesday, August 12, I attended the USMS Fitness Committee Meeting on Zoom. We are all mostly fitness swimmers now since competition as we know it no longer exists. We are planning for our Committee Meeting at Convention on Zoom again.

I have been in touch with the SCPPOA Secretary Rebecca Ellis and plans for in person monthly meetings with modifications are being made. I would like for SPMS to continue being a sponsor for SCPPOA. Gold sponsorship is \$560. Lunches are \$20 per monthly meeting.

When most of our clubs are back to regular coached live in the pool workouts, I plan to have Megan Johnson help launch ads on Facebook. I would like to allocate \$1000 of budgeted promotion and advertising total for these digital ads for 2021. USMS has no negotiated discount to offer or share, but USMS also plans to advertise on Facebook when swim workouts are resumed nation wide.

I would like my budget amounts to remain the same for both SCPPOA (\$800) and Promotion and Advertising (\$2000).

On a personal level swimming the 2K Smarty Pants Summer Fitness Challenge in July and four of the August Virtual Championship events to complete my Grunion Check off Challenge were on my agenda and almost completed.

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