

SPMS Marketing and Club Development April 15, 2021

My Marketing committee is composed of Megan Johnston, Kenny Brisbin, Karin Perissinotto and myself.

We are working on changes in our policies and procedures to include the Marketing Committee Members names and our main goals for the year.

We have requested some website changes. We would like SPMS Website to include USMS resource links for help in digital marketing and communications. The marketing email address should be included for clubs or coaches to request free marketing supplies.

A few clubs have contacted me as a result of visibility in newsletter asking for help in marketing as well as help in applying for grants.

April 8 was the last SCPPOA Meeting of the season. The next SCPPOA Meeting is to be in-person on September 3 at 11 am at the City of Commerce.

July is USMS Try Masters Month. Clubs will need to notify USMS if they want to participate and to be listed so that USMS can make referrals. Each club should have a volunteer membership coordinator appointed by the coach to help handle these possible new members and other new members where appropriate.

The 2K USMS Fitness Event is coming up June 1-15.

Please share your ideas with us.

Anita Cole
Marketing and Program Development