

Marketing and Club Development Report for October 24, 2024

Halloween is upon us. Throw a few pumpkins in the pool for pass the pumpkin relays at swim practices and offer a few treats or tricks! Maybe bring a friend to a spooky night swim. Take some videos!

November 1 is the big day for registering with USMS for renewal of membership for 2025. No need to think about it! Just do it!

Veteran's Day is November 11. Please recognize Veterans on your swim team. We need to praise them like we should.

The past month I have been working on communications with clubs and unattached swimmers in an effort to encourage unattached swimmers to consider attaching to a convenient club of their choice that welcomes satellite swimmers. Many unattached swimmers do not live near any Masters Club Workout Pools and so chose to be unattached. As a satellite swimmer these members could enjoy camaraderie, swimming with club members on relays at meets, hanging with club members at swim meets, attending club socials, and receiving other club member perks. Satellite swimmers do not pay monthly dues. So, November 1, instead of renewing with USMS as unattached, attach to a club of your choice if you are currently unattached. Maybe do a drop in swim with a club to try them out if you can. USMS Members are allowed to change clubs 3 times per calendar year at no charge. So, if you don't like your club, transfer to a different club, but keep swimming!

At the recent USMS Relay Meeting in Houston October 18-20 I exchanged ideas with other club members and learned some things that I intend to use and share. I attended many educational sessions. In September I also attended the USMS Annual Convention which was on Zoom with lengthy House of Delegate sessions.

To help grow your club, invite local College Club Swimmers to join you for workouts and swim meets. If there is not a college club near your club pool locations, contact a nearby high school swim coach to find out names and contact numbers of recent high school swim team graduates who did not go away to college. Maybe they are attending local junior college or city college where there is no swim team at all. Maybe these high school graduates are just working and would love a swim team environment again. Visit CollegeClubSwimming.com to find a College Club near you.

Post reels of your swim practices on IG for fun with music added and hashtags with related words for cyber intelligence auto sharing. Share your passion for swimming.

The SPMS Annual Meeting is November 10 at the Woolette Aquatic Center in Irvine, and I have been working with our committee to finalize details. Please register to attend this meeting if at all possible because it is shaping up to be the best SPMS Annual Meeting ever! There will be raffle winners in addition to the morning stroke clinic, free lunch, afternoon speaker, and

business meeting. Only the optional stroke clinic has a fee, but we need for all to register so that we won't run out of food and chairs before you get there!

If you or your club need help with IG Posting or club digital flyers or spread sheets, my committee can help you.

Ralph Porrazzo is our Instagram ambassador. Email Ralph at rporrazzo@rosebowlaquatics.org

Luci Davies is our digital designer. Email Luci at Lucila.Davies@gmail.com

If you want marketing supplies like caps, stickers, decals, or luggage tags, email me at anita.chixwithstix@gmail.com or text me at 310-367-4606. Send me your name and address, and I will mail you supplies.

As a new marketing item I am considering a rally or spirit towel.

I am available to talk to you about growing your club and marketing in general. I would love to hear from you.

Anita Cole
SPMS Marketing and Club Development Chair