

"Swim in My Lane"




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SWIMMING**




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swimming for life! www.usms.org


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Club Development, Growth and Retention of Members



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Introduction

- History of U.S. Masters Swimming
- The USMS Mission and Vision
- Values
 - Health and Fitness
 - Learning
 - Respect
 - Excellence
 - Fun



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Goal
Make programs more desirable for members

Premise
Members must find value within the organization



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Why Do We Swim?




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Why Do We Swim?


- Fitness
- Health
- Competition
- Weight loss and maintenance
- Rehabilitation
- Builds confidence
- Challenge
- Achievement recognition
- Sense of accomplishment
- It's FUN!



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Why Do Adults Want to be Part of a Program?




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Why Do Adults Want to be Part of a Program?

- Socialization
- Coached workouts
- Motivation
- Routine
- Association with like-minded adults
- Learn from others
- Experience new challenges
- Swim relays
- Gain access to a facility




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What are the Traits of a Successful Program?




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What are the Traits of a Successful Program?

- Stable pool situation
- Coaching leadership
- Supportive volunteer group
- Standard of excellence
- Financially stable
- Diversity – open to everyone
- Meets the needs/goals of the member



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Program Ownership and Identity

Premise

Three innate human instincts are to build, nurture and protect



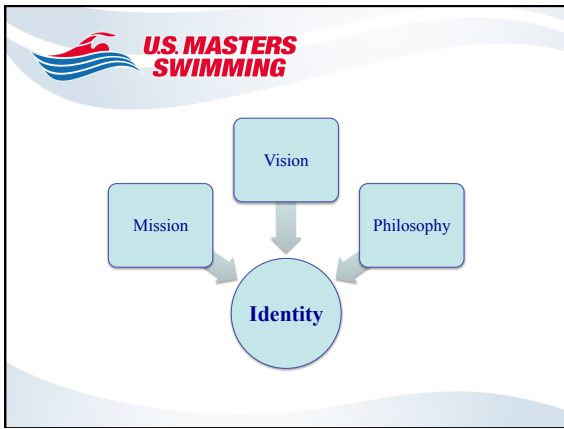
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Ownership

- Medley Relay
 - Skills and Talents
- Adults want to play a role
 - Leadership
 - Treasurer
 - Webmaster
 - Social Director
 - Volunteer Coordinator
 - Group Leader
 - Lane Leader
 - Newbie Mentor



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Identity

"The mission for the Joliet Park District Blue Tides Swim Team is to provide an environment for fitness and competitive swimmers, along with triathletes to achieve athletic goals in combination with personal growth."

An illustration of four hands in purple, green, and pink, arranged in a cluster.




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Communication


- Website
- Email
- Newsletter
- Flyers/Brochures
- Facility Registration Desk
- Local bike, running & nutrition stores
- Social Media
 - Facebook Page
 - Twitter
 - Foursquare

     Find us on Facebook

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Promotion

- Team Logo
- Host a clinic
- Host a swim meet
- Host an event
 - Special Olympics
 - Senior Games
 - Police/Firefighter Games
- Raise money for a common cause
 - New Pool Equipment
 - Breast Cancer Awareness
- Volunteer to support local charities
 - Habitat for Humanity
 - Local Triathlon



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Promotion

"You should come down to the pool and swim with our Masters team. We have a swim meet coming up soon and you'd have a lot of fun."



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Promotion

"You should come down to the pool and swim with our Masters team. We have a swim meet coming up soon and you'd have a lot of fun."

"I swim with an adult fitness program down at the pool. Would you like to try it?"



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Promotion

- Trial membership
- Family and friends
- Lap swimmers
- Discounts
 - Family
 - USA Swimmers transitioning
 - Senior citizens
- Scholarships
 - "Everyone swims who wants to swim"



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Retention

Premise

Program growth begins with membership retention




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Retention

Why do you continue to swim?



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Retention

“Dedicated Challenge”: A program offers its members 8 coached practices a week. Each swimmer who completes all 8 practices within a 7-day period receives an award at the end of the year team banquet. The challenge is advertised in the team newsletter and on their website. The coach heavily promotes the event and encourages every member to participate.

Ultimate Check-off Challenge: A swimmers must complete all 18 events of the USMS Check-off challenge during one week of swim practice. An award is given and the number of consecutive years of the accomplishment is recognized.

Jr. Varsity Check-off Challenge: Same as above but drop the 200’s of stroke, 400 IM and the 1650/1500.

In the examples above, what “Whys” were addressed?

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What does your program do to retain members?




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Retention Challenges


- Apathy
- Injury
- Health condition
- Disability
- Depression
- Loss of a loved one
- Financial loss



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Reflection

- Is your program successful?
- Does your program have the traits of a successful program?
- Is something missing?
- Can it be found?
- Who can help?



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Resources

- LMSC
Local Masters Swimming Committee
- National office
Club and Coach Services
- USMS Coaches Committee
Chairperson Scott Bay
Vice Chair Stu Kahn



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The New Masters Certification Levels

| | |
|--|---|
| Level 1: Coaching Basics | <ul style="list-style-type: none"> • Characteristics of a Successful Masters Coach • Understanding the Adult Learner • Coaching Triathletes and Open Water Swimmers • Writing workouts • Basic Business Practices • Marketing |
| Level 2: Masters Stroke School | <ul style="list-style-type: none"> • Stroke correction and development • Backstroke • Butterfly • Breaststroke • Freestyle • Starts, Turns and Transitions |
| Level 3: Administration and Leadership | <ul style="list-style-type: none"> • Program management • Safety & risk management • Building a budget • Event Planning and administration • Building a program Support structure |



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USMS Programs





- Go the Distance – FLOG
- Check-off challenge
- Postal Events
 - One Hour Swim
 - 3000/6000 Swim
 - 5K/10K Swim
- National Championships
 - Pool
 - Open Water



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USMS Resources

- USMS.org website
 - Places to swim
 - Calendar of events
 - Archived articles
 - Documents
 - Templates
- Swimmer Magazine
- Streamlines
- Streamlines for Coaches
- Streamlines for Volunteers
- SWAG






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Who will you ask to swim in your lane?



Questions?