Adult Swim Program Resources

For aquatics directors, facility administrators, program coordinators, swim instructors, and coaches

For help with your USMS program: 941-256-8767 or clubdevelopment@usms.org
Encouraging adults to swim

USMS VALUES

• We value health and fitness, constantly challenging ourselves with competition and goal setting.
• We value respect for our teammates, competitors, coaches, employees, and volunteers.
• We value fun, enjoying camaraderie with our fellow swimmers and embracing swimming as a joyful and satisfying avocation.
• We value learning through coaching, programs, and communication.
• We value excellence in safety, education, innovation, performance, leadership, and the provision of programs and services.

USMS COMMITMENT

• To provide service to our nearly 60,000 members and 1,500 Masters Swimming programs.
• To provide support and education to the Masters coaching community.
• To provide support to our 700 sanctioned pool and open water events, clinics, and camps.
• To give adults the opportunity to swim through our Swimming Saves Lives Foundation.
INTRODUCTION
Swimming is one of the most popular forms of exercise in the United States. An estimated 2 million Americans enjoy competitive swimming and an estimated 9 million Americans are fitness swimmers. A 2011 survey by the Sports & Fitness Industry Association ranks swimming for fitness as the most desirable recreational activity for Americans.

Why does this matter? Swimming pools are expensive to maintain. As a coach or facility director, you have an interest in programming your facility to maximize use and revenue.

A U.S. Masters Swimming program in your facility will provide a valuable community resource, generate revenue, and promote diversity in age and gender.

TYPES OF MASTERS SWIMMING PROGRAMS
There are many different types of successful USMS business models. How your USMS program is structured will depend on a number of factors. USMS can help you establish a program that fits your needs. The most common USMS business models are:

• Stand-alone, nonprofit USMS club
• Stand-alone, for-profit USMS club
• YMCA-owned and operated USMS club
• USMS club, owned and operated by a college, municipality, or other organization
• Combined USA Swimming age-group and USMS club
• Workout group operating under a regional USMS club

GETTING STARTED AND ONGOING SUPPORT
If you need assistance with your Masters Swimming program, USMS is ready to help. There are many resources available at usms.org. You can also contact us at 941-256-8767 or clubdevelopment@usms.org.
RECOGNIZE YOUR VOLUNTEERS
Volunteers started USMS, and the volunteer spirit is what makes many clubs and Local Masters Swimming Committees successful. The USMS Recognition and Awards Committee annually recognizes volunteers who are contributing to the betterment of USMS. Awards include the Capt. Ransom Arthur, M.D. Award, Speedo USMS Coach of the Year, Club of the Year, Dorothy Donnelly Service Award, and others. The committee also provides guidance to LMSCs and clubs desiring to recognize volunteers. Contact the committee for more information at awards@usms.org.

OFFICIALS
All competitive swimming events sanctioned by USMS are conducted in accordance with the rules of USMS, which are designed to provide fair and equitable conditions of competition. USMS provides an officials’ program to educate officials on USMS rules to achieve the fair and equitable standard of officiating. Your LMSC and the USMS Officials Committee are ready to help. For any questions about officiating, including securing officials for your USMS swim meet, contact the committee at officials@usms.org.

OPEN WATER
The USMS Open Water Committee promotes the development of open water swimming by providing educational resources for open water participants and event directors. If you want to host a USMS open water event, grow your open water event, get information on open water safety, or have any other questions, contact openwater@usms.org.

FUNDRAISERS
Fundraising is an important component for many USMS programs. USMS offers the opportunity for clubs to bid to host a USMS national championship event. Contact the USMS Championship Committee or USMS Long Distance Committee for more information.

POOL EVENTS
championship@usms.org
• Spring National Championships
• Summer National Championships

LONG DISTANCE & OPEN WATER
longdistance@usms.org
• Postal Championships
• Open Water Championships
KNOW YOUR MASTERS SWIMMERS
According to a recent USMS membership survey, there are four types of adult swimmers:

FITNESS SWIMMERS
- Fitness swimmers want a coach who will help them meet their fitness objectives.
- Fitness swimmers may not understand the typical swimming language (repeat 100s, go on the next top, etc.) and can easily feel intimidated.
- Fitness swimmers are interested in competing and would do so with encouragement.
- Fitness swimmers should be encouraged by their coaches, LMSCs and USMS, to reach their goals or they will likely leave a Masters swimming program within two years.

COMPETITIVE POOL SWIMMERS
- Competitive pool swimmers are your most loyal members and they are in your program for competition purposes.

OPEN WATER SWIMMERS
- Open water swimmers can have backgrounds as pool swimmers, fitness swimmers, or triathletes.
- Open water swimmers prefer to compete in open water events.
- The coach really needs to understand the goals and objectives of open water swimmers to ensure retention.

TRIATHLETES
- Triathletes crave technique help to improve the swimming portion of a triathlon.
- Triathletes do not want to feel less important because they’re not the fastest pool swimmers, not competitive swimmers, only swim freestyle, or only come to practice a couple of days a week.
- Triathletes’ priority is triathlon and they’re seeking swimming help to support this priority.

BENEFITS OF A U.S. MASTERS SWIMMING PROGRAM

DIVERSITY
Our membership is diverse in age and gender. Membership begins at age 18 and lasts a lifetime. We include all ability levels from the adult learning to swim to the most accomplished competitive swimmer and triathlete. We also encourage adults with disabilities and physical challenges to participate in our programs.

PROGRAM
It’s not another swim team—it’s an aquatic fitness program for adults who choose to swim as their form of exercise for living a healthier lifestyle.

REVENUE
Your program can generate revenue through program fees and special events such as hosting lessons, clinics, and swim meets. Most USMS programs are financially self-sustaining and generate a profit.

COMMUNITY SERVICE
A USMS program provides a resource for adults to learn to swim and a venue for their continued health and wellbeing. There’s a natural partnership between USMS programs and other community sponsors of health, rehabilitation, and positive lifestyle choices.
BENEFITS OF USMS MEMBERSHIP

EXCLUSIVE INFORMATION AND CONTENT
• Bimonthly member publication SWIMMER magazine
• Monthly member e-newsletter STREAMLINES
• Monthly coaches e-newsletter STREAMLINES for Coaches
• Create your own blog on usms.org
• Share your photo album with the swimming community on usms.org
• Create a personal usms.org email forwarding address to identify yourself as a member of our aquatic community
• Track your fitness activities via the online Fitness Logs

FITNESS AND PARTICIPATION PROGRAMS
• The popular Speedo 1-Hour Postal National Championship
• The Speedo 3000/6000-yard and 5K/10K Postal National Championships
• Fitness programs such as Nike Go the Distance and the Check-Off Challenge
• Competition programs
• Compete in USMS pool and open water events
• Compete in USMS Spring and Summer National Championships
• Recognition and awards if you achieve Top 10 or All-American status
• Tracking and archiving of your event results on usms.org

COACHING
• Exclusive access to workouts on usms.org, provided by select USMS coaches
• Access to coached workout programs in your area
• Access to local Masters clubs and workout groups that provide coached workouts across the country, for when you’re traveling
• Opportunity to receive support to develop your program, including visits from USMS Club and Coach Services

INSURANCE
• Excess accident insurance for both medical and dental while participating in USMS-insured activities
• Liability insurance for USMS member programs while participating in USMS-insured activities

VOLUNTEER OPPORTUNITIES
• Serve in a leadership position within your Local Masters Swimming Committee
• Serve as a national committee member or on the USMS Board of Directors

GRANTS
• Apply for grants through the USMS Swimming Saves Lives Foundation
• More than $65,000 in grants have been awarded to adult learn-to-swim programs

SPONSOR DISCOUNTS
• Exclusive sponsor discounts and rewards
WHO DO I CONTACT IF I NEED MORE HELP?
USMS Club and Coach Services, your LMSC, and the USMS Coaches Committee are available to help you. Contact us at 941-256-8767 or clubdevelopment@usms.org.

ROLE OF USMS CLUB AND COACH SERVICES TEAM
• Provide phone and email support to Masters Swimming programs that want to grow their adult swimming programs
• Facilitate growth of USMS programs in new facilities
• Provide USMS marketing resources to help clubs grow
• Administer the Masters coach certification program

ROLE OF USMS COACHES COMMITTEE
• Assist with curriculum development and coach education
• Provide technique and training content for USMS publications, including SWIMMER magazine, STREAMLINES e-newsletters and usms.org
• Liaison to LMSC Coaches Chairs
• Operate the USMS High Performance Camp
• Write workouts for usms.org
• Select recipients of USMS coaching awards

ROLE OF YOUR LOCAL MASTERS SWIMMING COMMITTEE
• Service USMS members and clubs within the LMSC
• Approve event sanctions
• Submit event results to the USMS meet results database
• Encourage facilities to update the USMS Places to Swim directory
• Maintain an LMSC website
• Distribute an LMSC newsletter
• Provide camps, clinics, and educational programs for members and coaches within the LMSC
• Send delegates to the USMS annual meeting
COACHING LEADERSHIP

Having a Masters coach on deck provides leadership to the program. A coach:

1. Makes swimming fun
2. Writes the workouts
3. Teaches stroke mechanics
4. Holds the athletes accountable
5. Challenges the athletes
6. Helps the athletes establish realistic and manageable goals
7. Organizes social events
8. Recruits new members
9. Refers athletes to other professionals

WHAT SWIMMERS WANT FROM THEIR USMS COACHES

According to a recent USMS membership survey, Masters swimmers want, in order of importance, a coach who:

1. Knows why I am swimming, respects me, and is willing to help me reach my goals
2. Knows the needs of his or her Masters swimmers
3. Is knowledgeable about Masters Swimming
4. Knows my name and is polite
5. Is respectful of all Masters swimmers in the program

USMS MASTERS COACH CERTIFICATION

USMS aids facilities with the recruitment and training of Masters coaches through the Masters coach certification program. The objectives of the three levels of live classroom instruction are to prepare the coach to work with adult athletes who choose to swim for fitness, competition, triathlons, and open water. The certified coach is prepared to work with all ability levels of swimmers, novice to expert, teach stroke technique and correction, write workouts, and understand how to develop a successful program. Certified Masters coaches receive enhanced discounts from our corporate sponsors. Many of these discounts can be used as program or facility fundraisers.

To find a certification program near you, visit usms.org/content/coachcert
FREE U.S. MASTERS SWIMMING BANNER FOR YOUR PROGRAM
Registered USMS clubs and workout groups may receive a FREE co-branded banner. To order, please contact Kyle Deery at marketing@usms.org and include the following:

• Your club name
• A vector file of your program logo (.ai or .eps)
• Contact person, including shipping address, phone number, and email address
### Oval Sticker - Exterior
5.5” x 3” oval sticker for exterior applications. Show your USMS spirit with this eye-catching logo sticker.

### Static Cling Sticker - Interior
5.5” x 3” oval static cling sticker with graphics reversed for application on the inside of a window, facing out.

### Facility Sticker
Help potential members find your program. Let everyone know that a quality USMS program is available at your facility.

### USMS Logo Swim Cap
Represent USMS with pride at practices, meets, and open water swims with this logo latex swim cap.

### USMS Brochure
Introduce potential members to the benefits and camaraderie USMS offers. Easily displayed in the holder below or placed in event entry bags.

### USMS Brochure Holder
Display USMS brochures at your local facility, making it easy for potential members to learn more about U.S. Masters Swimming.

### Luggage Tag
Plastic tag with USMS logo on one side and space to write your personal information on the other. Includes loop attachment.
**SHIPPING INFORMATION**

Name: ___________________________________________ Phone: __________________

Address: _______________________________________________________________________

City: ___________________________ State: _______ Zip: __________

Email: _______________________________________________________________________

Club: ___________________________ LMSC: ______________________________

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**TOTAL $**

**Please allow one month lead time for any marketing resources order**

Cut here and either FAX (credit card orders) to 941-556-7946, or MAIL with check payable to:

U.S. Masters Swimming • 655 N. Tamiami Trail • Sarasota, FL 34236

**ORDER COMMENTS/SPECIAL INSTRUCTIONS** ____________________________________________

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**CREDIT CARD AND BILLING INFORMATION**

Name on credit card: ________________________________________________________________

Credit card number: ______________________________________________________________

Circle one: **VISA**  **MasterCard**  **Discover**  Expires: __________  Security code: ________

Signature: _______________________________________________________________________

Billing information: (if different than shipping)

Name: ___________________________________________________________________________ Phone: __________________

Address: _________________________________________________________________________
According to the Centers for Disease Control, 37% of American adults can’t swim the length of a pool, which puts them at risk of being one of the 10 people who drown every day in the United States.

The Swimming Saves Lives Foundation, U.S. Masters Swimming’s charitable arm, has declared the month of April “Adult Learn-to-Swim Month.” That’s when pools, lakes, and beaches are opening up for spring and summer recreation.

The majority of unintentional drowning victims are adults. Drowning ranks fifth among the leading causes of unintentional injury death in the United States. The CDC identifies a variety of factors that can influence drowning risk, including the lack of swimming ability. Research also shows that the children of adults who don’t know how to swim are at a greater risk of not learning to swim, which increases their risk of drowning.

In 2010, U.S. Masters Swimming established the Swimming Saves Lives Foundation as its charitable arm. The purpose of SSLF is to advocate and raise awareness, and to serve as a resource for programs providing adult learn-to-swim lessons. We solicit charitable contributions and provide grants to SSLF program providers.

Through the generous contributions of USMS members and other supporters, SSLF has awarded more than $65,000 in grants to programs that are providing adult learn-to-swim opportunities.

If your facility or program is interested in becoming a Swimming Saves Lives Foundation partner and offering adult learn-to-swim lessons, please go to usms.org/learntoswim or contact us at info@usms.org.