

## 2014 Club and Membership Retention Plan:

Date	Target	Sent by	Description
Sept 1	Registrars	USMS	<ul style="list-style-type: none"> <li>• Inform registrars of our goals for 2014: Renew all clubs by October 31, and renew all members by December 31.</li> <li>• Remind registrars that clubs can begin to renew on October 1. New clubs cannot register online, but existing clubs can renew online. To renew online, the registrar must send a message to the primary club contact that contains the club registration link.</li> <li>• Remind registrars to start working on their club registration forms, if they use something other than the generic USMS form.</li> <li>• Remind registrars to enter their 2014 club registration fees.</li> <li>• Remind registrars that swimmers will be able to renew on November 1.</li> </ul>
Sept 11	Clubs	USMS	Inform clubs that they will be able to renew beginning October 1, and that more information will be forthcoming after the convention
Sept 11-15		National Office	Deliver 2014 Membership Retention Plan at USMS Convention, to Registration Committee and Coaches Committee
Sept 28	Registrars	USMS	<ul style="list-style-type: none"> <li>• Inform registrars of any changes in the club registration process</li> <li>• Inform registrars of any changes in the member registration process (workout groups, increased fees, etc.)</li> <li>• Remind registrars that 2013 member registration begins November 1, and that they need to have a paper form ready by that date</li> </ul>
Oct 1	Clubs	USMS	Inform clubs that the club renewal process begins today. Provide any new information voted on at convention. Emphasize that swimmer renewals open on November 1 but swimmers cannot choose a club that has not renewed by that date. Include online renewal link in email.
Oct 10	Remaining 2013 Clubs	USMS	Reminder to clubs (include online link again)
Oct 21	Remaining 2013 Clubs	USMS	Reminder to clubs that swimmer registration opens on November 1, and that swimmers will not see a club in the list if the club has not yet renewed. Include online link again.

<b>Date</b>	<b>Target</b>	<b>Sent by</b>	<b>Description</b>
Oct 30	Remaining 2013 Clubs	USMS	Reminder to clubs that swimmer registration opens on November 1, and that swimmers will not see a club in the list if the club has not yet renewed. Include online link again.
Nov 1	2013 Members	USMS	First renewal message to membership. Explain that everyone's membership will expire on 12/31 and our goal is to get everyone renewed before that date. Explain that new members can join beginning today and their membership will be good through 12/31/14. Include online registration link. (Also mention that you may join a different club immediately, without the 60-day waiting period, if you do it now.)
Nov 5	2012 Lapsed Members	USMS	Send "we've missed you" message, letting the 2012 members know that registration for 2014 is now open. Include online registration link.
Nov 19	Remaining 2013 Members	USMS	Renewal reminder. Include online registration link.
Nov	Remaining 2013 Clubs	Club Dev. Staff	Phone calls & emails; why hasn't the club renewed?
Dec 3	Remaining 2013 Members	USMS	Renewal reminder. Include online registration link.
Dec 17	Remaining 2013 Members	USMS	Renewal reminder. Include online registration link.
Dec 30	Remaining 2013 Members	USMS	End-of-year notification; membership will expire on 12/31. Go the Distance & FLOG access will be lost. Renewal reminder. Include online registration link.
Jan 7	2012 Lapsed Members	USMS	Send "we've missed you" message, letting the 2012 members know that registration for 2014 is now open. Include online registration link.
Jan 14	Remaining 2013 Members	USMS	Renewal reminder. Notification that coached workout access and email aliases will be shut off on Jan 20 for 2013 members. Include online registration link.
Jan 28	Remaining 2013 Members	USMS	Renewal reminder. Last chance for first mailing of March-April magazine (cutoff is Jan 31). Include online registration link.
Feb 25	Remaining 2013 Members	USMS	Renewal reminder. Include online registration link.
Mar 25	Remaining 2013 Members	USMS	Renewal reminder. Last chance for first mailing of May-June magazine (cutoff is Mar 31). Include online registration link.
Apr 29	Remaining 2013 Members	USMS	Renewal reminder. Include online registration link.