“Swim in My Lane”

Club Development, Growth and Retention of Members
LMSC club development
Why do we swim?
Why do we swim?

• Fitness
• Health
• Competition
• Weight loss and maintenance
• Rehabilitation
• Builds confidence
• Challenge
• Achievement recognition
• Sense of accomplishment
• It’s FUN!
Why do we swim?

It makes us happy!
Why do we want to be part of a program?
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- Socialization
- Coached workouts
- Motivation
- Routine
- Association with like-minded adults
- Learn from others
- Experience new challenges
- Swim relays
- Gain access to a facility
Why do we want to be part of a program?

It makes us **happy**!
What are the traits of a successful program?
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- Stable pool situation
- Coaching leadership
- Supportive volunteer group
- Standard of excellence
- Financially stable
- Diversity – open to everyone
- Meets the needs/goals of all participants
- Values USMS membership
What are the traits of a successful program?

The members, coach and the facility are happy!
LMSC Opportunities
Challenges

- No two clubs are the same
- Volunteer and part-time coaches
- Growth and retention of members
- Negotiating with facilities
- Recruiting volunteers with time, talent and passion
Solutions

• Education
• Mentorship
• Sharing ideas