



**U.S. MASTERS
SWIMMING**

Membership
Strategy

Partnership

Clubs & Coaches

+ LMSC

+ National Committees

+ BOD/National Office

= SUCCESS



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USMS Membership

Year	2018	2017	2016	2015	2014
New Members	12,525	13,225	16,547	15,334	16,415
% of Members	20.7%	20.7%	25.2%	24.1%	26.4%



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USMS Membership

Events and Clubs Drive Membership

Events - 30%

Clubs

Gold = 84.4%

Non Gold Clubs = 60.7%



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Member Journey

1) Acquisition

2) New Member Engagement

3) Committed Member

4) Lifer / Volunteer Champion



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Acquisition

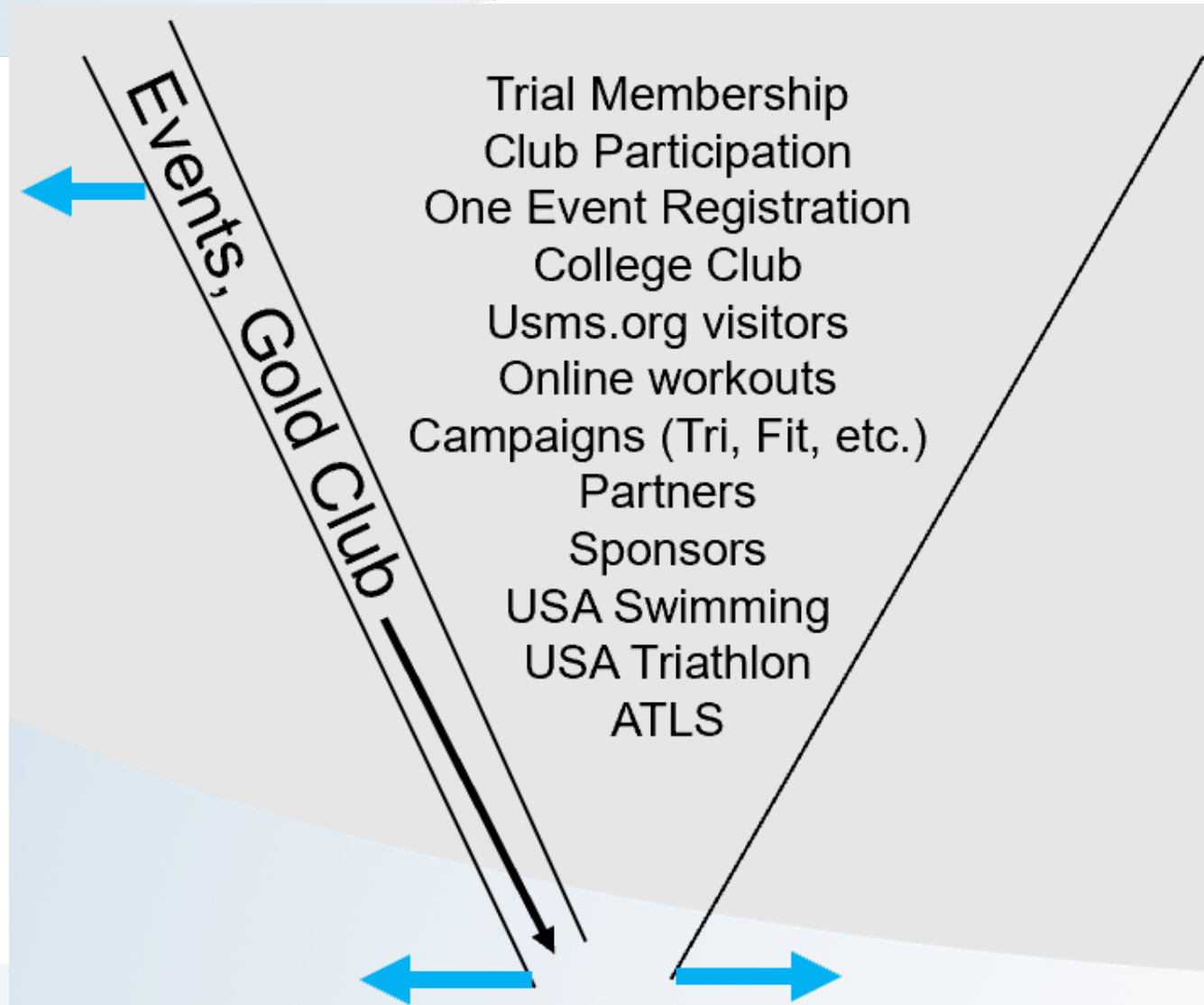
- ✓ Encourage Membership at Club Level
- ✓ Events: Listen to Member Needs and Improve
- ✓ Clarify Value Proposition: Local and National
Clearly communicate and increase membership value
 - ✓ Targeted Communication
- ✓ Easy and Understandable Registration

FUTURE??



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Funnel





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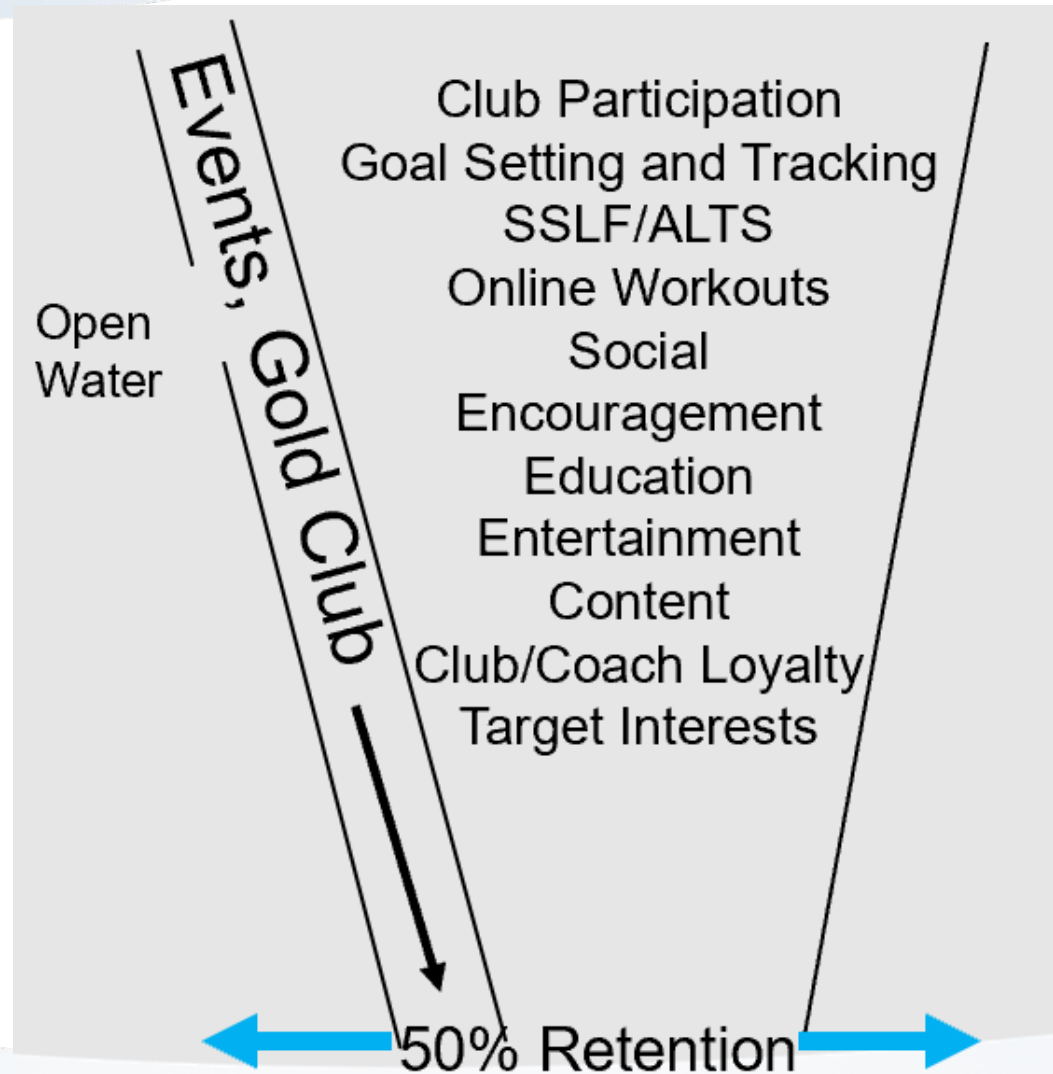
New Member
Engagement

- ✓ Primary reason for joining accomplished?
- ✓ Engagement high enough to ensure renewal?
- ✓ New Member Engagement Plan



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New Member Engagement





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Benefits

Member/Club	Simplified Marketing/ Messaging	Events



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Benefits

Member/Club	Simplified Marketing/ Messaging	Events
<ul style="list-style-type: none">✓ Multi Year / Extension at any time✓ Automatic Renewal✓ 12 month membership✓ Variation in Membership type ow/tri, dual, fitness, alts, (CCS, Coach, Full)✓ Reduced/Comp fees as incentives for Club/Coach✓ Bulk registration and/or inclusion in club dues	<ul style="list-style-type: none">✓ Demand/Interest Based Campaigns – Jan 1 Fee Increase✓ Referral Program✓ Gift Memberships✓ Simplified Branding consistency is pricing✓ Varied Membership Types✓ Promotional Campaigns age, military, college, partners✓ Enhanced Member Journey	<ul style="list-style-type: none">✓ Ability to sanction / registration earlier✓ Simple and consistent sanction process including one-event fee and philosophy✓ Discounts based on type of membership (vs. add on fees)



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Committed Member

- ✓ High Likelihood of Renewal

- ✓ Life changes or loss of key drivers of membership may alter that likelihood.
 - Ex: Lost Open Water Workout Venue - 50% reduction in members over 4 years.
 - Ex: Club no longer requiring membership
 - Ex: Event no longer sanctions with USMS
 - Ex: Baby

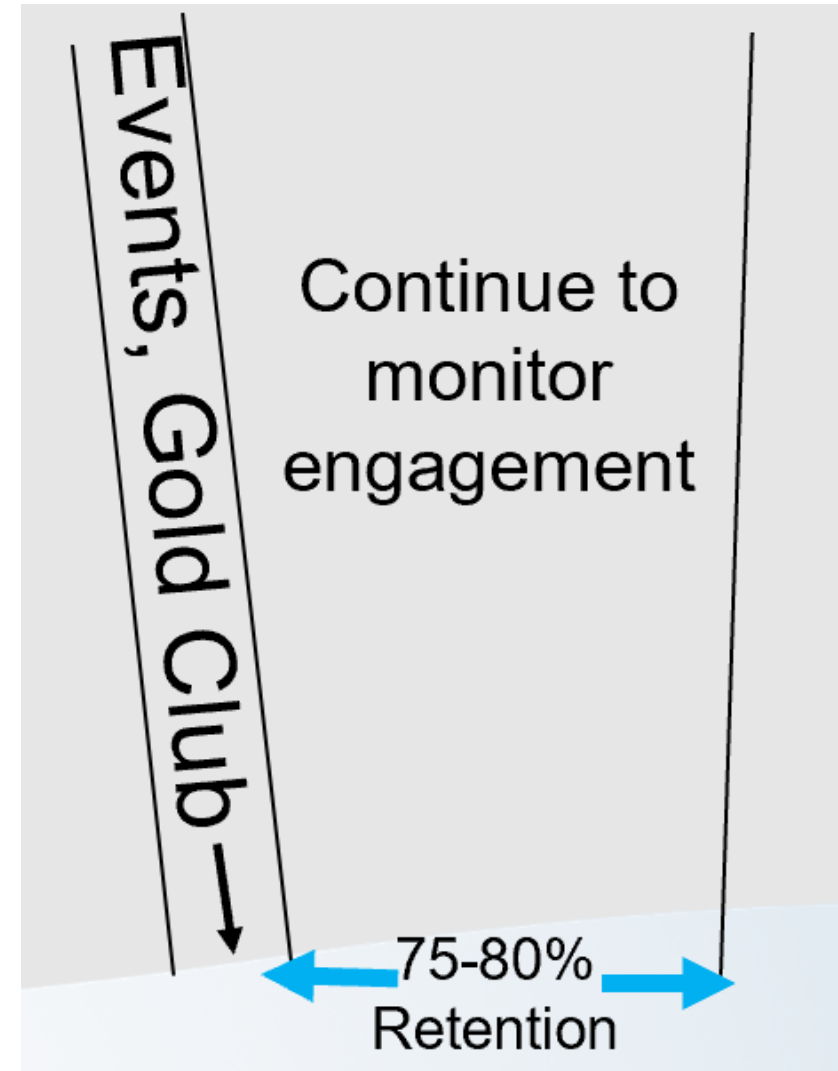
- ✓ Identify qualified future volunteers.



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Committed Member

- ✓ Loss of pool, coach, event or sanction of event are red flags
- ✓ Life Changes - baby, injury, move - are red flags





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Lifer / Volunteer Champions

✓ Likelihood of
Renewal 95%+

PIPELINE vs.
Funnel

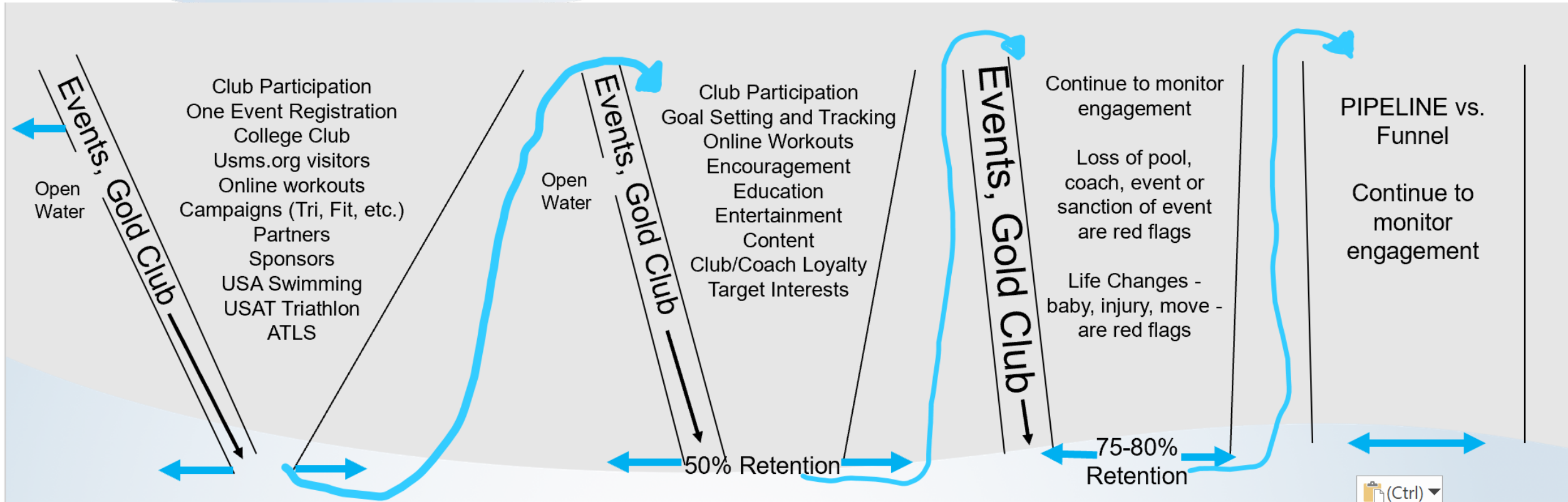
Continue to
monitor
engagement

95%+
Retention



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Membership Strategy





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Membership Strategy

2020

1. Build Large Pipeline of Potential Members
2. Maximize the % that Become Members
3. Add Value Requested by Members, Coaches, Clubs, Event Directors
3. Build Engagement Plans that Maximize Retention
(personalize to goals and interest)
4. Monitor engagement of Committed Members