MEMBERSHIP VALUE
Enhance and customize value and deliver it to consumer segments based on needs and interests.

STRATEGIES
- External
  Engage and activate partnerships with organizations that align with USMS’s mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, and improving access to swimming facilities.

- Partners and Sponsors
  Toyota, TYR

- Formalizing Other Relationships
  College Club Swimming and Triathlon organizations

- Brand Clarity
  Simplify USMS branding and marketing to clearly communicate the essence of the USMS brand and to build affinity.

- Consistent Communication Across All Channels

- Internal
  Enhance the partnership between volunteers, coaches, and the National Office with the shared focus on providing the best membership experience possible.

- Positive Volunteer Experience

INNOVATION
Transform USMS offerings to align with the changing environment.

NEW FITNESS PROGRAM HERE

METRICS TO SHOW IMPROVEMENTS
- Membership Growth
- Expanded Partnerships
- Increased Brand Awareness