

U.S. Masters Swimming Request for Proposals

U.S. Masters Swimming seeks proposals for an experienced individual(s) to develop and administer three surveys and report the findings.

Methodology:

USMS distributes a monthly e-newsletter to 60,000+ e-mail addresses. The average open rate of the e-mails is 36%. USMS has additionally conducted small sample size surveys with response rates near 50%. It can be fairly concluded that the membership is supportive and responsive to electronic communication it receives from USMS.

We desire for three surveys to be developed, administered and the results made available via an online platform:

1. **Non-Renewing Members:** Send to all 40,000 non-renewing members from 2008 and 2009. This survey is designed to help USMS determine:
 - Demographic, lifestyle and psychographic information
 - Reasons for becoming a USMS member
 - Reasons for non-renewal of membership
 - Involvement in other activities (i.e. running, walking, triathlon, etc.)
 - Perception of USMS
 - What USMS could have done to encourage their continued membership
2. **Current Members:** Send to all 53,000 current members. This survey is to designed to help USMS determine:
 - Demographic, lifestyle and psychographic information
 - Why they became a member of USMS
 - Do they intend to renew their membership
 - Involvement in other activities (i.e. running, walking, triathlon, etc.)
 - Perception of USMS
 - Ideas and areas USMS can improve their membership
3. **Coaches:** Send to all 2,200 USMS coaches. This survey is to designed to help USMS determine:
 - What level of Masters coach are they (i.e. full-time, part-time, volunteer)
 - The type and frequency of organized team activities
 - The marketing efforts utilized to increase team size and retain members
 - Team organizational structure
 - Perception of USMS
 - Ideas and areas USMS can better support its coaches

Results are to be analyzed by the survey individual(s) and recommendations given on methods to improve the member experience and retention efforts of USMS. A final report is to be produced and delivered to USMS. If a university or professor is selected to conduct the survey, the results may be published.

Submissions: Proposals and works of reference should be submitted electronically no later than July 16, 2010.

Please send submissions to:
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