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

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.

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

PARTNERSHIPS
Strategies
Simplify USMS branding and marketing to clearly communicate the essence of the USMS brand and to build affinity.

STRONG PARTNERSHIPS
+ + +
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

81% of actively swimming adults don’t know or know little about USMS

Encouraging All Adults to Swim