Try Masters Swimming - July 1-31

This webinar will be recorded. We will start at 8:02.

**Format**
- General TMS Overview and 2022 changes
- Coaches and D&I Committee panel on creating a welcoming environment
- Questions (Use the Q&A section to ask a question)

Thanks for joining!
Try Masters Swimming - July 1-31
Trial Membership Form
Fill this out and get a FREE workout during Try Masters Swimming, July 1 - 31.

Welcome! We are excited to have you try a FREE workout with one of our local clubs during Try Masters Swimming. Here are the next steps:

- Once you input your zipcode, a map of the local clubs will appear
- Select a club that works best for you
- Input your contact information* and tell us a little about yourself
- Once you hit Submit, a confirmation email will be sent to you and the club you selected
- The club will reach out within 2 days to confirm a date and time for your workout

*We are asking for your contact information in order to cover you with our insurance for the trial.

Zip Code

Find a Club!
Trial Membership Form
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- Once you input your zip code, a map of the local clubs will appear.
- Select a club that works best for you.
- Input your contact information* and tell us a little about yourself.
- Once you hit Submit, a confirmation email will be sent for you and the club you selected.

*We are asking for your contact information in order to cover you with our insurance for the trial.

Zip Code:
34239

Filters
Club Name
50 Miles
Sarasota, FL, 34239, USA

Note: You must select a club for your trial.
Trial Membership Form

Fill this out and get a FREE trial without diving. By Masters Swimming, July 1 - 31.

[Form fields for name, date of birth, gender, and swimming interests]

Tell us about your swimming experience and what you want to accomplish.

[Text box for additional information]

Liability Waiver

The undersigned, in consideration of United States Masters Swimming, Inc. (USMS) allowing the undersigned, in consideration of USMS permitting the undersigned, participate in any USMS sanctioned or affiliated event, hereby voluntarily assume all risk and dangers of any kind arising from participation in any USMS sanctioned or affiliated event, and hereby indemnify and hold harmless USMS, its officers, employees, agents, representatives, officials, directors, and officers of local, state, and national organizations ("Co-Defendants") from and against any and all claims, actions, causes of action, suits, costs, damages, or demands arising from any injury, illness, death, or expense incurred due to any fault of USMS, its officers, employees, agents, representatives, officials, directors, or officers of local, state, and national organizations. The undersigned acknowledges that he/she understands the risks involved in any injury, illness, death, or expense incurred due to any fault of USMS, its officers, employees, agents, representatives, officials, directors, or officers of local, state, and national organizations.

I agree to the terms above.

I do not agree to the terms above.

Important Notes:

- Fill out all necessary information in the spaces below.
- All forms must be completed and returned at least 45 days prior to or upon completion of contract.
- You will be informed of your swimmer’s status in your email or spa email account.
- Your swimmer’s status will be updated every time you update your swimmer’s status.
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[Submit button]
Hi Tommy,

We're excited that you chose to dip your toe into the U.S. Masters Swimming family!

You have successfully submitted your trial membership form with the below information. The club you selected will also receive an email so they are aware of your interest. Please coordinate a day and time for you to attend a workout with the club’s coach.

Your information:
First: Tommy  
Last: Tester  
Email: Tommy@tester.com  
Phone: 444-445-5555  
Sex: M  
Date of Birth: 1/1/2000  
Address: 1751 Mound St.  
City: Sarasota  
State: FL  
Zipcode: 34239

Trial start date: 5/19/2021

This is a notification email alerting you the following prospective member is interested in your club. Please reach out to this prospective member in the next 48 hours regarding their free workout with your club and if there are any additional steps they need to take before they arrive (i.e. check in at the facility's front desk, show their confirmation email, bring fins, etc.). If you are not the person that should be receiving these emails, please forward them on to the correct person and let us know at membership@usmastersswimming.org.

Trial Member’s Info:  
First: Tommy  
Last: Tester  
Email: Tommy@tester.com  
Phone: 444-445-5555  
Sex: M  
Date of Birth: 1/1/2000

Their swimming interests:  
Health & Fitness

Initiative that got them to fill out the form:  
Try Master Swimming

Reason for their trial:  
I want to get back into swimming after a long break (15 years :| Hoping to lose weight and meet new people.

Your club’s information that was sent to the swimmer:  
Club: Kyle Test Club 45  
Club Contact: adafad adafad  
Club Contact Email: kdeery@usmastersswimming.org

Also note: their trial membership starts 5/19/2021

Thanks for all that you do!
Club, Volunteer, and Member Toolboxes

- READ FIRS...Letter.docx
- READ SEC...mation.docx
- READ THIR...rience.docx

- Email Templates
- Facility Flyer
- Infographic
- Membership Benefits
- Poster
- Press Release
- Social Media Shareables
- USMS Logos
- Website Text

- READ FIRS...r copy.docx

- Communication No. 1
- Communication No. 2
- Social Media Shareables
- Website Text

- Social Media Graphics
- Text (SMS)...e Ideas copy
**Audience**

- **Target Audience**
  - Any gender, 18+
  - Interest in swimming currently
  - Lives within 10-miles of participating club

- **Secondary Audience**
  - Any gender, 18+
  - Interest in swimming currently

- **Non-targeted Audience**
  - Any gender, any age
  - Friends or followers of members
  - See club’s or USMS’s promotion tangentially
Campaign Phases

**Phase I**
(June 27 – July 31)
Campaign awareness and filling out TMF via ads/promotion

**Phase II**
(August 1–15)
Join USMS/club via email and ads offering partner discount codes and Year+ for $99

**Phase III**
(Aug 16 – Nov 1)
Join USMS/club via email and club contacting them offering Year+ for $99
Roles for each of the 5 parties involved

**National Office**
- Provide resources and support to all
- Ad campaign
- Trial form
- Email automation

**Volunteers**
- Club outreach
- Provide support to clubs/members
- Share and amplify message

**Clubs/Coaches**
- Double Opt-in
- Share and amplify
- Respond
- **Create a great experience**

**Members**
- Share and amplify
- Support club
- Invite prospects
- Create friendly environment

**Prospective member**
1. Campaign awareness
2. Filling out a trial membership form
3. Having a great experience
4. Joining USMS and club
Areas for Improvement from Last Year

- Make it very clear, this is not a learn-to-swim program
- Ask for less PII on the trial membership form
- Make the club selection more obvious on the form
- Offer at least two free workouts
- Try new advertising platforms
- Widen the initial audience
Ways clubs can promote locally

- **Post posters or flyers** at your facility
- **Talk to your facility** this is going on so they train the front desk to help “lap swimmers” become aware
- **Post on social media**
- **Create a FB event**
- Try different social media platforms: **Nextdoor/Meetup**
- **Send press release to local media** or fitness influencers (get on the media’s “Things to do in... this week”)
- **Talk to the USA Swimming/high school** program about emailing past members
What makes a welcoming experience?

- Stick around for the panel discussion
- View the presentations from Relay 2022’s sessions in Community
Next Steps

VIEW YOUR TOOLBOX

PROMOTE THIS CAMPAIGN TO YOUR CLUB, TEAMMATES, FRIENDS

CREATE A GREAT AND WELCOME EXPERIENCE FOR A TRIAL MEMBER