LMSC Development Committee
October Peer to Peer Call

Tips, Tricks & Freebies for Club Managers

small enhancements to help your club flourish
Overview

- USMS Provided Resources
- Communication
- Web Presence
- Physical Presence
USMS Provided Resources

Banners
Promote swimming and your program with free USMS and co-branded banners

https://www.usms.org/club-central/club-marketing-resources/banners

These great-looking, long-lasting, 3' x 6' vinyl banners will let everyone know that there's a quality swim program at your facility. You can also take them with you to swim meets and events to show your club pride.

Co-Branded Banners
Co-branded banner for registered clubs and workout groups

USMS Banners
USMS banner for any program or facility
Great Bay Masters Swimming, Inc
Seacoast of New Hampshire based adult swim team focused on fitness through swimming, having fun and friendship. Weekly workouts in Dover, Portsmouth and Durham, New Hampshire.

Practice Information
Multiple sites with different times, check our website for the most current listing of workout times & locations.

Club Contact
Crystie McGrail
555-555-5555
greatbaymastersswimteam@gmail.com

Join USMS Now

Dover Indoor Pool
9 Henry Law Avenue
Dover, NH 03820
Judy has registered for GBM

membership@usmastersswimming.org
to me

Dear Communication Representative,

Judy is now a 2019 member of your Club, Great Bay Masters Swimming, Inc.

Glen is a brand new USMS member.

<table>
<thead>
<tr>
<th>Member Name</th>
<th>Judy Awesome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age as of Today</td>
<td>29 years young</td>
</tr>
<tr>
<td>Primary Phone #</td>
<td>555-555-5555</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:usmsisawesome@usms.org">usmsisawesome@usms.org</a></td>
</tr>
<tr>
<td>Address</td>
<td>1234 spring training rd, sarasota, FL</td>
</tr>
<tr>
<td>USMS Number</td>
<td>SWIMR-01</td>
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To see an up-to-date list of Club members, please visit your public listing.

Thank you,
U.S. Masters Swimming
The Great Bay Masters Swimming, Inc (GBM) are an official U.S. Masters Swimming (USMS) club, registered in the New England LMSC.

<table>
<thead>
<tr>
<th>First Name</th>
<th>MI</th>
<th>Last Name</th>
<th>WO Group</th>
<th>USMS Number</th>
<th>Reg. Date</th>
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<tbody>
<tr>
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<td>Arnold</td>
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Clubs Central
Resources for USMS clubs and workout groups

https://www.usms.org/club-central
The Art of the Email

Step 1: Create a Club specific email

Step 2: Collect your E-Mailing list

Step 3: Select an email list provider

Potential Options:
- Constant Contact $20/mo
- Mail Chimp – free
- Google Groups – free
Google Groups

You can use Google Groups to create an online group for your team, organization, class, or other group to do things like:

- Email each other
- Host group discussions
- Collaborate on projects
- Organize meetings

You can choose who can join, post, and view topics.

Creating a Group: [https://support.google.com/groups/answer/2464926?hl=en&ref_topic=2458761](https://support.google.com/groups/answer/2464926?hl=en&ref_topic=2458761)
Flyers, Signs, Banners, Team Info Board

- Flyer anyone can pick up and put on their fridge
- Postcard to hand out at other fitness events (triathlon, wellness fairs, 5k’s)
- Banner on pool wall, entry way, etc
- Info table at community/facility events
- Cork Board with team pictures, schedule, general info at practice facility

Logo Swag: Caps, Shirts, etc
Thank you!

Thoughts? Questions? Ideas?