

### SEGMENTS OF MEMBERS



### ENHANCED BENEFITS FOR ALL MEMBERS



### CLUB AND EVENT SUPPORT



### 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



### FORMALIZING OTHER RELATIONSHIPS

College Club Swimming and Triathlon organizations

## MEMBERSHIP VALUE

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

### WORD OF MOUTH



### BRAND AWARENESS

# 81%

of actively swimming adults don't know or know little about USMS



## PARTNERSHIPS

### STRONG PARTNERSHIPS



### POSITIVE VOLUNTEER EXPERIENCE



### Internal

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

## INNOVATION

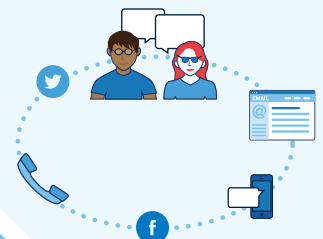
Transform USMS offerings to align with the changing environment.



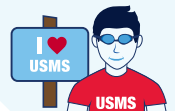
## BRAND CLARITY

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

### CONSISTENT COMMUNICATION ACROSS ALL CHANNELS



### BRAND AFFINITY



## METRICS TO SHOW IMPROVEMENTS

