

## **Local Member Value and Growth**

### **Where to Direct LMSC Resources**

**Background:** USMS was built with a focus on local swimming communities with events supported by a structure of local volunteers. LMSCs are uniquely situated to provide membership value and services in their local region. LMSCs historically have primarily focused on events (e.g. sanctioning, results, financial support, etc.). However, USMS has grown because of an increase in the number of clubs (and workout groups) that provide regular opportunities to train and stay fit. LMSCs benefit financially from the increased number of members that clubs support. USMS recently adjusted to a unified fee nationally and many LMSCs are receiving more dollars per member. USMS will cover the hotel accommodations for in-person national volunteer events moving forward, which was a significant expense annually for all LMSCs that sent delegates to the Annual Meeting. Finally, LMSCs have increased reserves since the start of the pandemic with reduced operations and no in-person annual meeting in 2020 and 2021. All together there are roughly \$2,800,000 in LMSC reserves and ~\$650,000 in annual membership fees collected in 2022.

**Summary:** LMSC's resources need a plan for reinvestment to provide value and services to USMS members, encourage membership growth and retention, and to build local Masters Swimming communities. There are numerous best practices that encompass the various types of members we recruit to our programs. The focus of LMSCs needs to be on creating value by supporting clubs, events and community.

**Best business practices for LMSC investments:** Many LMSCs take an active role in providing resources to promote Masters Swimming and USMS needs all LMSCs to help create new opportunities for adult swimming and value in order to grow. The following list of initiatives include some of the LMSC that participate in the specific categories. This list is updated as necessary. If you would like to add an initiative to one

of the categories, update your LMSC participation or need more details of how your LMSC can implement one or more of these options, please contact [USMS Club Development](#) or [Membership Services](#).

## **Club Development**

- Incubate or subsidize local Masters programs (Example LMSC that is has done this: Pacific)
  - Add new workout time (e.g., mid-day, weekend)
  - Lane rental costs
  - Permit fees
  - Equipment
  - Club registration fees
  - Coaching fees
  - Promotions such as stroke clinics to attract new members
  - Website design and hosting costs
  - USMS caps, bag tags, stickers, and other swimmer swag
- Coach Support
  - Provide scholarship assistance for member coaches to attend USMS certification courses (Example LMSCs that are currently doing this: New England, Southern Pacific, Pacific, PNW, North Carolina, Oregon)
    - Masters Coach certification Levels 1-3
    - Adult Learn-to-Swim Instructor certification
    - Clinic Course for Coaches training
  - Host educational offerings for coaches and athletes (Example LMSCs that are currently doing this: New Mexico, Inland NW, Utah, South Carolina)
    - Coach and ALTS certification
    - Clinics for advanced coaching
      - Stroke technique
      - Open water technique
      - Seasonal plans and workouts
      - Leadership



- Clinics for swimmers
  - Stroke development
  - Starts and turns
  - Introduction to open water
  - Dryland training
  - Health and nutrition
- Partner with the national office to host the bi-annual National Coaches Clinic (Example LMSCs that are currently doing this: Pacific, So. Pacific)
- Fund leadership training for clubs, coaches and volunteers

## **Event Development**

- Pool meets (Example LMSCs that are currently doing this: Michigan, Maryland, Alaska)
  - Host a meet
  - Provide financial support to a local meet host for:
    - Pool rental
    - Hospitality
    - Officials
    - Awards
    - Fees charged by third-party registration systems
    - Entertainment and announcer sound system
  - Pay relay fees for swimmers attending championship meets
  - Advertising
- Open Water (Example LMSCs that are currently doing this: Pacific, Florida, Colorado)
  - Provide event hosts financial assistance for:
    - Event sanction fees
    - Permit cost
    - Timing systems and course set-up
    - Kayak rental
    - Volunteer thank-you gifts
    - Lifeguards and emergency medical staffing

- Fees charged by third-party registration systems
- Hospitality
- Awards
- Other expenses

### **Community Development**

- ALTS
  - Host ALTS certification and provide scholarships for local instructors (Example LMSCs that are currently doing this: Indiana)
    - Provide a matching grant to USMS-ALTS grant recipients
    - Create or sponsor a fundraising event for ALTS grants
    - Participate in April is Adult Learn-to-Swim Month (Example LMSCs that are currently doing this: New England, Kentucky, Arkansas, Lake Erie)
      - Hire USMS-certified ALTS instructors to train USMS volunteers/members to teach adults to swim
      - Subsidize lesson fees
      - Subsidize pool rental fees
      - Provide equipment (suits, caps, goggles, kickboards, snorkels, etc.)
  - Provide scholarship assistance for USMS membership for ALTS graduates (Example LMSC that is currently doing this: Pacific)
    - Waive or reduce LMSC membership fees
    - Subsidize local Masters program fees for new swimmers
- Social
  - Host a social event
    - During or after a meet

- Swimming watch party (TYR Pro, Nationals, ISL, Trials, etc.)
- Local restaurant or on-site
  
- Host a Banquet (Example LMSCs that are currently doing this: Florida, Florida Gold, Pacific)
  - Provide food, beverage and entertainment
  - Present awards
  - Celebrate accomplishments
  - Secure keynote speaker(s)
  - Incorporate an in-water component
- Subsidize the social event registration fee for your swimmers at national events
  
- Marketing
  - Maintain a social media presence
  - Consider contests to reward coaches and clubs
  - Fund USMS registration fees for clubs and workout groups
  - Sponsor local health fairs
  - Sponsor and have a presence at other aquatic events (e.g., Senior Games, Triathlons, Lifeguarding Competitions)