# **Community Building Events**

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- Elements of successful community building events
- Types of events
- Breakout group exercise
- Group share
- Resources
- Q&A





### Elements of Successful Community Building Events

- Cause-oriented
- Catchy name or tagline
- Well-organized
- Clear, proactive communication
- Tradition





#### Elements of Successful Community Building Events

- Fun, positive atmosphere
- Engages other teams, groups, organizations, or communities
- Has local community leaders' support and attendance
- Has something unique, poignant, or memorable
- Creates tradition that brings people together in common cause



#### • Meets

- Theme meets (holidays, seasons)
- Meets w/non-conforming events (25s, noodle relays, float relays)
- Focused meets (sprint, distance, pentathlon, relay, pop-up)
- Dual or Tri meet "smackdowns"
- Intrasquad meet and team party (can be insured as a workout)
- USMS 1-Hour Virtual Championship organized heats & social
- USMS-USASwimming meets (dual-sanctioned)
- USMS-CCS combined meets (dual-recognized, USMS-insured)
  - <u>https://bit.ly/rhodymeet23</u>





THE BOYS & GIRLS CLUBS OF NEWPORT COUNTY & SWIMRI PRESENT:

#### FRIDAY NIGHT SWIM FIGHTS

UNSANCTIONED & UNLICENSED PRELIMS/FINALS MASTERS SWIM MEET @ "THE CLUB", 95 CHURCH STREET, NEWPORT, R.I.

#### MAY 16 & MAY 30, 2014

REGISTRATION & OPEN WARM-UPS 6:00 TO 7:00 PM MEET STARTS AT 7:00 PM

TOP 3 MEN & WOMEN ADVANCE TO \$\$\$ ROUND CASH PRIZES FOR 1,2,3

POST RACE PARTY @ CAPPY'S HILLSIDE CAFÉ

#### MAY 16 LINE UP

100 INDIVIDUAL MEDLEY, 50 BREAST, 100 FREE <u>RELAY,</u> 50 BACK; 100 FREE, 200 MEDLEY <u>RELAY</u>

#### MAY 30 LINE UP

200 INDIVIDUAL MEDLEY, 50 FREE, 100 MEDLEY <u>RELAY</u> 50 FLY, 100 BREAST, 200 FREE <u>RELAY</u>

\$5 SWIMMERS & SPECTATORS PROCEEDS BENEFIT AFTER SCHOOL PROGRAMMING

FOR MORE INFO CONTACT MICHAEL JJ RICHARDS AT MJJRICHARDS@GMAIL.COM





- Other Water Activities and Events
  - Log rolling
  - $\circ$  Stroke clinics
  - Adult Learn to Swim lessons
  - $\circ$  Open water swimming
  - $\circ$  Themed practices
  - $\circ$  Marathon training days
  - $\circ$  Full moon swims
  - $\circ$  New Year's swim





#### • Dry Activities

- LMSC awards & hall of fame receptions
- Parties (annual picnics & holiday parties)
- Bowling
- Dancing
- Trivia night
- Speed dating
- Monthly birthday coffees
- Yoga or exercise class (& post-class meal)





- Charitable Activities and Events
  - Habitat for Humanity Build





- Charitable Activities and Events
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  - Thanksgiving Day swim





- Charitable Activities and Events
  - Habitat for Humanity Build
  - $\circ$  Thanks giving Day swim
  - $\circ$  Food bank
  - Charity Day swims
  - $\circ$  12 Days of Christmas workout
  - $\circ$  City/region clean up day





#### • LMSC Meetings

- $\circ$  In-person with food
- Virtual (open Zoom early for socializing)
- Combine annual meeting with a workout, meet, meal, speaker and/or awards





### Breakout Group Exercise

- Each table selects 1 or 2 community-building events to ideate
  - Swim meet
  - Open water swim
  - Non-meet aquatic event or activity
  - Dry event or activity
  - Charitable event or activity
  - Event oriented toward younger USMS members
  - Event attracting minority or underserved communities





### Breakout Group Exercise

#### • Things to keep in mind:

- Type of activity or event
- Theme, tagline, or elevator pitch
- Cause/beneficiary
- Date and venue
- Size
- $\circ$  Planning and staffing models
- Safety
- Sponsors and vendors
- Licences and regulatory approvals

- Insurance and sanctions
- Financials
- Registration and software
- Marketing and promotion
- $\circ$  Equipment and supplies
- $\circ$  Volunteers needed
- $\circ$  Hospitality
- $\circ$  Awards and recognition
- $\circ$  What's unique, poignant, or
  - memorable





### Breakout Group Exercise

- Group share Please include:
  - Biggest challenge and how you will overcome it
  - $\circ$  How the event builds community
  - Event's impact on team, community, USMS or society



#### Resources

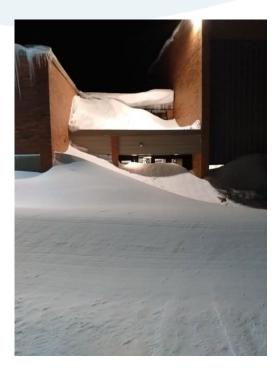
- Zones
- LMSCs
- National committees
- USMS website
  - Volunteer Relay presentations
  - Event Development program
- USMS event services
- USMS club & coach services
- Other local organizations that host similar events

- Sanction guidelines
- Insurance overview









### Thank You!



The ultimate community building activity: Working together to tunnel their way into swim practice in Aurora, MN in December of 2022.

