

Community Building Events

Presenters: Carrie Stolar Douglas Sayles Chris Ottati



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EVENT DEVELOPMENT
— HOUSTON —

Agenda

- 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



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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



Types of Events

- 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)

- <https://bit.ly/rhodymeet23>



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 RELAY,
50 BACK; 100 FREE, 200 MEDLEY RELAY**

MAY 30 LINE UP

**200 INDIVIDUAL MEDLEY, 50 FREE, 100 MEDLEY RELAY
50 FLY, 100 BREAST, 200 FREE RELAY**

**\$5 SWIMMERS & SPECTATORS
PROCEEDS BENEFIT AFTER SCHOOL PROGRAMMING**

**FOR MORE INFO CONTACT MICHAEL JJ RICHARDS AT
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Types of Events

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



Types of Events

- 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)



Types of Events

- Charitable Activities and Events
 - Habitat for Humanity Build



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Types of Events

- Charitable Activities and Events
 - Habitat for Humanity Build
 - Thanksgiving Day swim



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Types of Events

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



Types of Events

- **LMSC Meetings**
 - 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
- Planning and staffing models
- Safety
- Sponsors and vendors
- Licences and regulatory approvals
- Insurance and sanctions
- Financials
- Registration and software
- Marketing and promotion
- Equipment and supplies
- Volunteers needed
- Hospitality
- Awards and recognition
- What's unique, poignant, or memorable

Breakout Group Exercise

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



Resources

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



Q&A



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Thank You!



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



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