

## MEMBER SERVICES—Est. 2009

Ensures delivery of USMS member benefits and provides year-round customer support to members and LMSCs.

- Training and support to LMSC leadership
- Online registration for members, clubs, and workout groups
- New membership products: coach recognition, 16-month membership, vanity IDs

**22%** INCREASE IN MEMBERSHIP

2009-2013

## RISK MANAGEMENT

In 2013, our insurance cost increased by **\$240,000**. Since then, we've hired an industry-leading risk management firm to help improve our risk management practices to protect and serve our constituents. New risk management programs include expanded insurance coverage, an online sanction database, an event compliance review, and a new waiver.

## EDUCATION SERVICES—Est. 2012

Delivers our Masters Coach Certification, Adult Learn-to-Swim Instructor Certification, and club and coach outreach initiatives.

**28%**  
club growth

**1,587**  
**MASTERS**  
COACHES CERTIFIED

**305**  
club visits

Technique videos  
and monthly Q&A

**60,000**

f t followers

## MARKETING SERVICES—Est. 2010

Promotes the USMS brand through our sponsor-partner relationships and provides support to USMS championships and events. Members enjoy **EXCLUSIVE** sponsor-partner discounts.

**\$300,000** in products and services  
OVER **100,000** marketing pieces  
provided to coaches, clubs,  
and events

# WHERE WE ARE INVESTING

Est. 2012



Our charitable giving arm that provides grants to programs that are encouraging adults to swim, and

provides grants for medical and research initiatives that reinforce the benefits of swimming.

“April Adult Learn-to-Swim Month” has created a new paradigm of volunteerism

**1,500** have benefitted  
**ADULTS** from lessons

**\$65,000**  
in grant awards



**6** issues SWIMMER MAGAZINE



**30** STREAMLINES eNewsletter

EACH YEAR

**940,000** visitors to usms.org

**1,000,000+** views of Masters Swimming-produced videos.

**Two prestigious TELLY AWARDS**

## COMMUNICATIONS & PUBLICATIONS—Est. 2009

Authors and delivers Masters Swimming content through all our communication channels and publications.

## NEW PARTNERSHIPS—Since 2012



**82** new clubs

THE HEALTHY WAY OF LIFE COMPANY™



**70** new locations



**23** new locations



**14** new locations



Leadership position on expert panel



Marketing to the youth