



U.S. MASTERS SWIMMING

“Swim in My Lane”

Club Development, Growth and Retention of Members



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SWIMMING**

LMSC club development





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Why do we swim?





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Why do we swim?

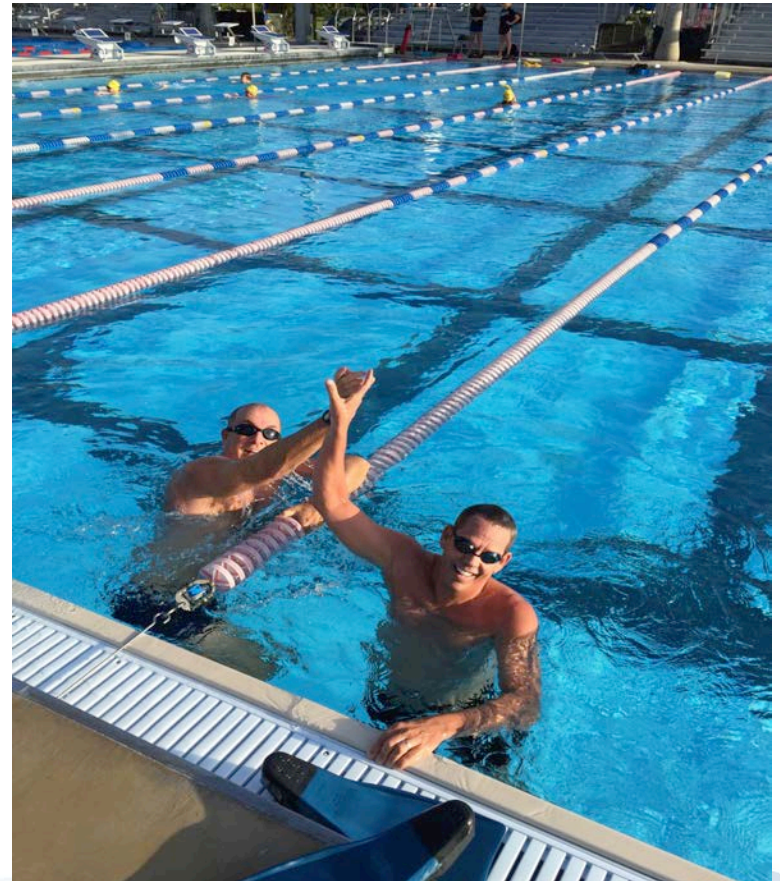
- Fitness
- Health
- Competition
- Weight loss and maintenance
- Rehabilitation
- Builds confidence
- Challenge
- Achievement recognition
- Sense of accomplishment
- It's FUN!



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Why do we swim?

It makes us happy!





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Why do we want to be part of a program?





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Why do we want to be part of a program?

- Socialization
- Coached workouts
- Motivation
- Routine
- Association with like-minded adults
- Learn from others
- Experience new challenges
- Swim relays
- Gain access to a facility



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Why do we want to be part of a program?

It makes us happy!





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What are the traits of a successful program?





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What are the traits of a successful program?

- Stable pool situation
- Coaching leadership
- Supportive volunteer group
- Standard of excellence
- Financially stable
- Diversity – open to everyone
- Meets the needs/goals of all participants
- Values USMS membership



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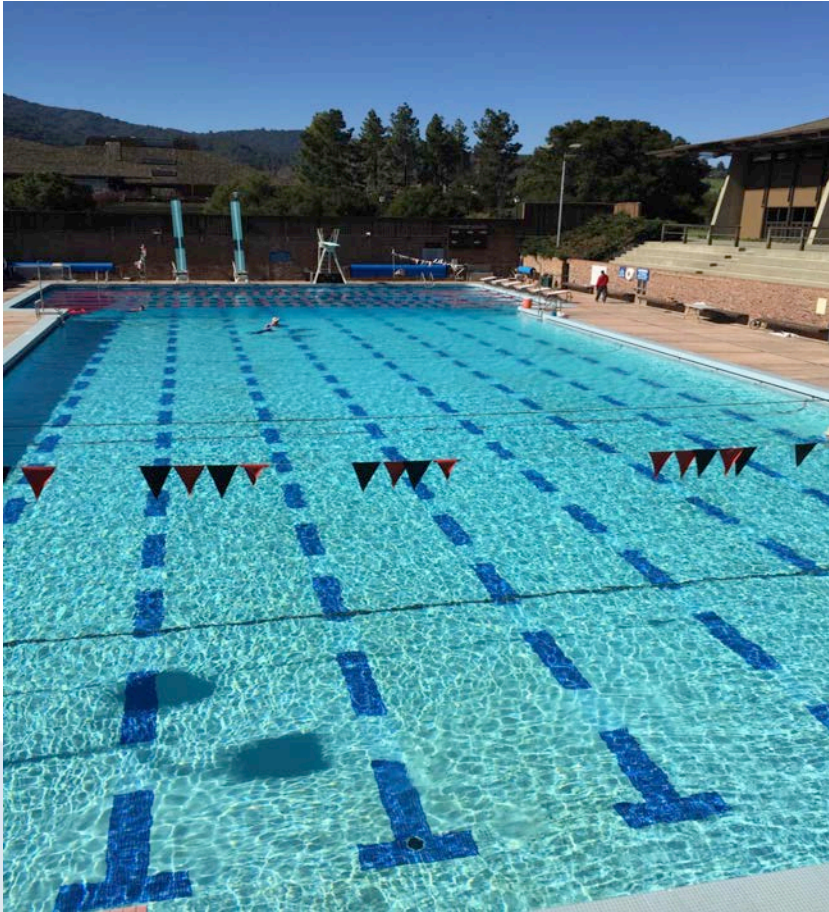
What are the traits of a successful program?

The members, coach and the facility
are happy!



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LMSC Opportunities





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Challenges

- No two clubs are the same
- Volunteer and part-time coaches
- Growth and retention of members
- Negotiating with facilities
- Recruiting volunteers with time, talent and passion



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Solutions

- Education
- Mentorship
- Sharing ideas

