

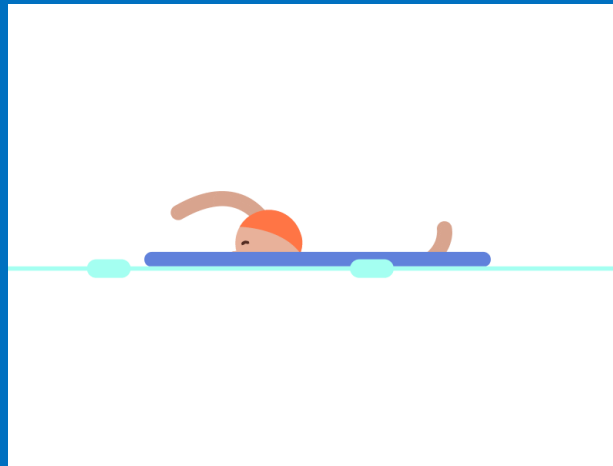
Try Masters Swimming – July 1-31

This webinar will be recorded

We will start at 8:02

Questions will be answered at the end of the webinar

Use the Q&A section to ask a question



Thanks for joining!

Try Masters Swimming – July 1–31



Trial Membership Form

Fill this out and get a FREE workout during Try Masters Swimming, July 1 - 31.

Welcome! We are excited to have you try a FREE workout with one of our local clubs during Try Masters Swimming. Here are the next steps:

- Once you input your zipcode, a map of the local clubs will appear
- Select a club that works best for you
- Input your contact information* and tell us a little about yourself
- Once you hit Submit, a confirmation email will be sent to you and the club you selected
- The club will reach out within 2 days to confirm a date and time for your workout

*We are asking for your contact information in order to cover you with our insurance for the trial.

Zip Code

[Find a Club!](#)

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Zip Code

Showing 21 clubs within 50 Miles of Sarasota, FL 34239, USA

Filters:

Search by Club Name

Select a Range

Search by City, State or Zip

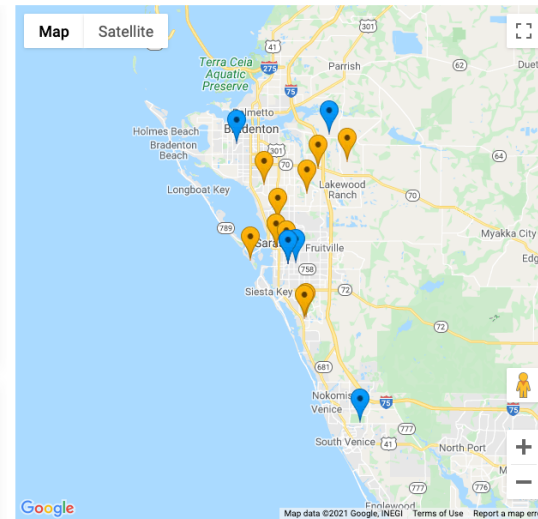
Waddle's Adult Swim Academy (WASA)

- Arlington Park Pool**
1 mi.
2650 Waldemere Street
Sarasota, FL 34239
- Lido Pool**
3 mi.
400 Benjamin Franklin Drive
Sarasota, FL 34236
- Robert L Taylor Complex**
4 mi.
1845 34th Street
Sarasota, FL 34234



Sarasota Tsunami Masters (SRQM)

- Arlington Park Pool**
1 mi.
2650 Waldemere St.
Sarasota, FL 34239



Note: You must select a club for your trial.

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Zip Code

Trial Membership Club: Waddle's Adult Swim Academy (WASA)

First Name

Last Name

Email Address

Phone

Sex

Male

Female

Date of Birth

Month

Day

Year

Address

City

State

What are you interested in?

- Adult Learn to Swim
- Competition
- Health & Fitness
- Open water
- Triathlon

Tell us about your swimming experience and what you want to accomplish.

Liability Waiver

For Dictionary and in consideration of United States Masters Swimming, Inc. ("USMS") allowing me, the undersigned, to participate in any USMS sanctioned or approved activity, including swimming camps, clinics, and exhibitions; learn-to-swim programs; swimming tryouts; fitness and training programs (including dryland training); swim practices and workouts (for both pool and open water); pool meets; open water competitions; local, regional, and national competitions and championships (both pool and open water); and related activities ("Event" or "Events"), I, for myself, and on behalf of my spouse, children, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors, and assigns, hereby agree to and make the following contractual representations pursuant to this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement (the "Agreement").

1. I hereby certify and represent that (a) I am in good health and in proper physical condition to participate in the Events; and (b) I have not been advised of any medical conditions that would impair my ability to safely participate in the Events. I agree that it is my sole responsibility to determine whether I am

I agree to the terms above

I do not agree to the terms above

Important Notes:

- After July 31, 2024, trial memberships are limited to one per lifetime.
- TMS trial memberships are limited to 45 consecutive days in length, starting upon completion of this form.
- Trial memberships are for workouts or clinics only.
- Trial memberships cannot be used to participate in swim meets or open water race events.
- A trial membership provides secondary personal accident coverage to the participant while participating in the USMS activity.

[Submit](#)



Hi Tommy,

We're excited that you chose to dip your toe into the U.S. Masters Swimming family!

You have successfully submitted your trial membership form with the below information. The club you selected will also receive an email so they are aware of your interest. Please coordinate a day and time for you to attend a workout with the club's coach.

Your information:

First: Tommy
Last: Tester
Email: Tommy@tester.com
Phone: 444-445-5555
Sex: M
Date of Birth: 1/1/2000
Address: 1751 Mound St.
City: Sarasota
State: FL
Zipcode: 34239

Trial start date:

5/19/2021

This is a notification email alerting you the following prospective member is interested in your club. Please reach out to this prospective member in the next 48 hours regarding their free workout with your club and if there are any additional steps they need to take before they arrive (i.e. check in at the facility's front desk, show their confirmation email, bring fins, etc.). If you are not the person that should be receiving these emails, please forward them on to the correct person and let us know at membership@usmastersswimming.org.

Trial Member's Info:

First: Tommy
Last: Tester
Email: Tommy@tester.com
Phone: 444-445-5555
Sex: M
Date of Birth: 1/1/2000

Their swimming interests:

Health & Fitness

Initiative that got them to fill out the form:

Try Master Swimming

Reason for their trial:

I want to get back into swimming after a long break (15 years :(Hoping to lose weight and meet new people.

Your club's information that was sent to the swimmer:

Club: Kyle Test Club 45
Club Contact: adadfa adfafd
Club Contact Email: kdeery@usmastersswimming.org

Also note: their trial membership starts 5/19/2021

Thanks for all that you do!

50% didn't hear back in 2019



50 data points from club registration

⑤ Location ✓

⑥ Gold Club ✓

Answer the following questions to see if you qualify for the Gold Club Designation.

Yes No

- We have a USMS Certified Coach or ALTS Instructor
- We offer a free USMS trial membership for new members
- We require USMS membership
- We are planning to participate in Try Masters Swimming Month - July 1 - 31, 2021
- We have a link to USMS registration on our website or Facebook page
- We have a USMS logo on our website or Facebook page
- We are planning to participate in at least one Fitness Series event

Save & Continue

Finish & Pay

Over 20,000 people have contacted clubs since 2019

③ Club Contact ✓

* Select Your Contact Type

Our Club Contact Is Not A ▾

KYT11 Contact ✎ Edit

Tommy Tester

941-556-6274

tester@tommy.com

USMS website club page privacy preferences

- Display my name on the USMS website club page
- Display my email address on the USMS website club page
- Display my phone number on the USMS website club page

Save & Continue

Roles for each of the 5 parties involved

National Office

- Provide resources and support to all
- Ad campaign
- Trial form
- Email automation

Volunteers

- Club outreach
- Provide support to clubs/members
- Share and amplify message

Clubs/Coaches

- Double Opt-in
- Share and amplify
- Respond
- Create a great experience








































Members















- Share and amplify
- Support club
- Invite prospects
- Create friendly environment









Prospective member

1. Campaign awareness
2. Filling out a trial membership form
3. Having a great experience
4. Joining USMS and club

Club, Volunteer, and Member Toolboxes

-  -READ FIRS...Letter.docx 
-  -READ SEC...mation.docx 
-  -READ THIR...rience.docx 
-  Email Templates  
-  Facility Flyer  
-  Infographic  
-  Membership Benefits  
-  Poster  
-  Press Release  
-  Social Media Shareables  
-  USMS Logos  
-  Website Text  
-  x Sample -...ntact Sample  
-  x Sample -...Form Sample  

-  -READ FIRS...Letter.docx 
-  Communication No. 1  
-  Communication No. 2  
-  Social Media Shareables  
-  Website Text  

-  -READ FIRS...r copy.docx 
-  Social Media Graphics  
-  Text (SMS)...e Ideas copy  

Communication Overview



45 emails to volunteers, coaches, club contacts, or members



3 landing pages (prospective, member, and coach)



10 social posts to each platform



7 emails to prospective members (fitness and triathlon campaign as well as contacted club)

Audiences

- **Target Audience**

- Male, 25 -45
- Interest in swimming currently
- Swam growing up on a team
- Lives within 10-miles of participating club

- **Secondary Audience**

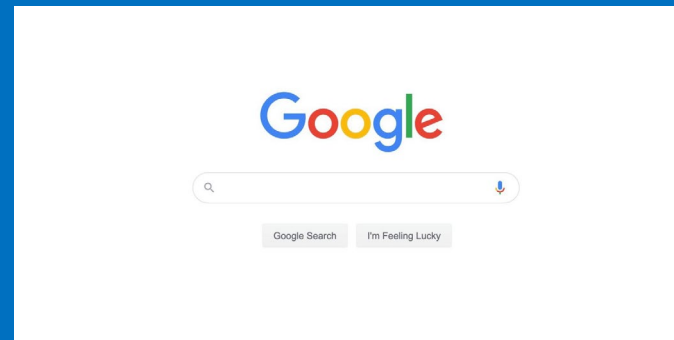
- Any gender, 18+
- Interest in swimming currently
- Lives within 10-miles of participating club

- **Other Audience**

- Any gender, 18+
- Interest in swimming currently



Channels and Engagement



9 emails will be sent to the trial member from the time they fill it out until Nov. 1

Campaign Phases



Phase I

(June 15 – July 31)
Campaign awareness and filling out TMF via ads

Phase II

(August 1–15)
Join USMS/club via email and ads offering partner discount codes and Year+ for \$99

Phase III

(Aug 16 – Nov 1)
Join USMS/club via email and club contacting them offering Year+ for \$99

Prospects Journeys

Filled out Trial Membership Form

Fitness Swimmer,
Triathlete, and
other Campaigns

Contacted Clubs
via Club Finder

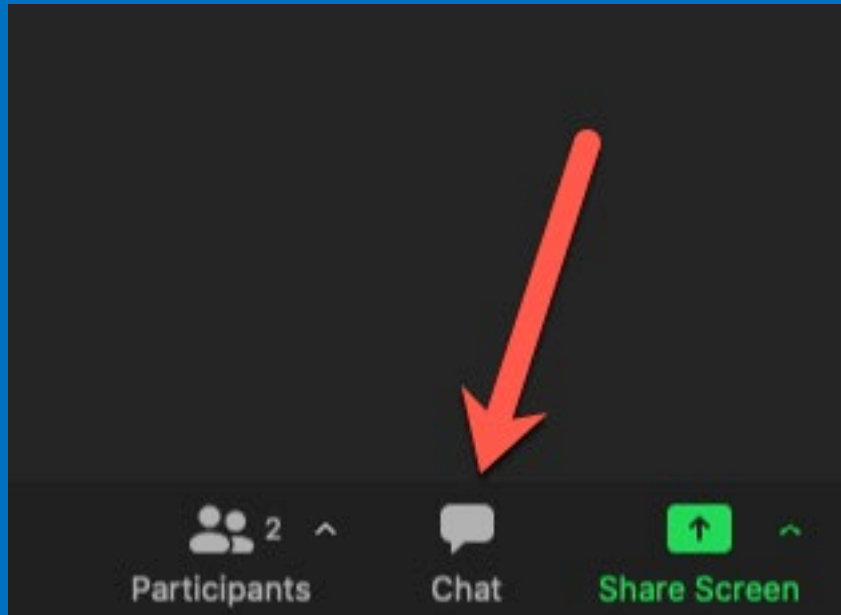
Email sequence
leading up to
TMS

Email sequence
leading up to
TMS

Try
Masters
Swimming

July 1-31,
2021

What makes a great experience?



Let us know some of your ideas on what would make a great experience for a brand-new person trying out your club?

Expectations during July and August

- **Participating clubs**
 - Will see a huge increase in prospective members and trial forms filled out
- **Non-Participating clubs**
 - Will see an increase in prospective members reaching out

Campaign Goals

- **Overall**
 - 9,000 trial forms filled out
 - 200 participating clubs confirmed
 - Create great experiences 100% of the time
- **Participating Clubs**
 - Assign a dedicated TMS person
 - Post at least 5 times on social media
 - Grow club membership by at least 5-10%
- **Members of Participating Clubs**
 - Bring 1 new person to a workout
 - Post at least 3 times on social media

Club List: [Linked Here](#)

USMS Club/Workout Group Name	USMS Abbv	LMSC
Baranof Barracudas Swim Club	BBSC	AK
MC Soakers SOAK	SOAK	AR
Ability360	Ability360	AZ
Dolphins of the Desert	DDSA	AZ
CAC Inverness masters swimming	CAC	CO
Fast Masters	FAST	CO
Loveland Masters Swimming	LOV	CO
RAC MASTERS	RAC	CT
Water Rat Masters	WRAT	CT
COLONIALS 1776	1776	DV
Penn Heron Open Water Swimming PENN	PENN	DV
Team kang	Tk	DV
Wilkes-Barre/Pittston Masters	WBP	DV
YWCA Masters of Adams County	YWMA	DV
Black Marlin Swim and Triathlon Club	BMSC	FG
Coral Springs Masters	CSMS	FG
Hammerhead Aquatics	HAFL	FG
Palm Beach Masters	PBM	FG
ATAC Masters	ATAC	FL
Clearwater Aquatic Masters	CAM	FL
Gulf Coast Swim Team Masters	GCST Masters	FL
Lake Gators	LG	FL
Lake Highland Masters Swimming Club (LHM)	LHM	FL
St Augustine Reef Sharks	SARS	FL
Sarasota Sharks Masters	SHARK	FL
SLAP Masters	SLAP	FL
SWAG- Swamp Water Aquatics Gainesville	SWAG	FL
Swim Out Orlando	SWOUT	FL
Augusta Recreation & Parks Blue Tides	ARP	GA
Atlanta rainbow trout	Art	GA
DeKalb Aquatics Masters	DAQM	GA
Swim Beyond the Boundaries	SBA	GA
Southside Seals	SSS	GA

First Colony Masters	FCST	GU
DSMY Masters	DSMY	IA
Academy Bullets Masters	ABM	IL
Central Illinois Masters (CENT)	CENT	IL
Fossil Fish	FF	IL
Joliet Blue Tides	JBT	IL
Big Fins Masters Swim Team and Training	LBF	IL
Elkhart masters	EIk	IN
Indy Aquatic Masters	INDY	IN
NAST	NAST	IN
Terre Haute Torpedoes Masters	THT	IN
Zionsville Aquatic Masters	ZAM	IN
Ellensburg Masters	EM	IW
Lewis Clark Neptune Masters	LCNM	IW
Moscow Chinooks Masters Swimming	MCM	IW
Spokane Club Masters	SCM	IW
Clear Creek Masters	KAC	KY
River Rats	SKY-RATS	KY
Central Adult Learn-to-Swim	SKY-YALL	KY
Silverlake	SLAKE	KY
Swim Louisville Masters	SLM	KY
Cleveland Aquatic Team	CAQT	LE
O*H*I*O Masters Swim club	O*H*	LE
Anne Arundel Amphibians	0033-AAA	MD
Maryland Master / Severna Park Community Cent	MARY	MD
Gaylord Masters Swim Club	GMSC	MI
Minnetonka Masters	MTK	MN
Twin Cities Aquatics Cooperative	TAC	MN
Total Masters Swimming	TS	MR
Bozeman masters swim club	Boze	MT
Brownell Talbot	BTAC	NB
Omaha Masters Swim Club	OMAH	NB
Black Butterfly Swim Club of Winston Salem	BBSC	NC
Gaston Gators	GG	NC
Hawk	HAWK	NC
Mahogany Mermaids Masters	MMCLT	NC

USMS Club/Workout Group Name	USMS Abbv	LMSC
James River Masters	JRM	ND
BNUT Rocks	BNUT	NE
Bangor YMCA	BY	NE
CCBArracudas	CCBAR	NE
Great Bay Masters Swimming Inc	GBM	NE
Nickel City Splash	NICK	NI
Highpoint Masters	HMS	NM
Fort Worth Area Swim Team Masters	FAST	NT
Jim Montgomery Masters Swim	JMMS	NT
O2 Performance Aquatics	O2	NT
City of Plano Swimmers Wetcats	PCAT	NT
Anderson Barracuda Masters	ANBM	OH
Columbus Sharks Masters Swim Team	CSMT	OH
Mercy HealthPlex SeaWolves Masters	MHSM	OH
Powel Crosley Jr YMCA	PCY	OH
Tulsa Masters Swim Club	TULS	OK
North Clackamas Masters Swimming	NCMS	OR
Oregon City Tankers	OCT	OR
OPEN Narwhals	OPEN	OR
Rogue Valley Masters	RVM	OR
Saint louis area masters	SLAM	OZ
Team Godzilla	ZILLA	OZ
Alameda Aquatic Masters	AAM	PC
Albany Armada Aquatic Masters	ALB	PC
Bret Harte Aquatic Masters	BHAM	PC
CoastSide Tiger Sharks	CSTS	PC
Eastside swimming	East	PC
Elk Grove Aquatics Club Later Gators	EGAC	PC
Fresno Area Manatee Masters	FAMM	PC
Marin Aquatic Masters	MAQ	PC
Marcia's Enthusiastic Masters of Oakland	MEMO	PC
Orca Swim Team	ORCA	PC
Puget Sound Masters / YPKC Bernardo's All Sta	PSM	PC

Sebastopol Masters Aquatic Club	SMAC	PC
Sierra Nevada Masters	SNM	PC
Tri Valley Mastere	TVM	PC
Y-swim Oakland	Y-swi	PC
IST Masters	ISTM	PN
Snohomish Aquatic Masters	SAM	PN
Thunderbird Aquatic Club Masters	TACM	PN
YPKC Bernardo's All Stars	YPKC	PN
Germantown Maryland Masters	GERM	PV
Lane 4 Swimming	L4S	PV
Reston Masters Swim Team	RMST	PV
The Capitol Sea Devils	SDS	PV
Greenville Splash	GS	SC
Grand Strand Masters Swimming	GSMS	SC
Summerville YMCA Stingrays	SFYS	SC
Sioux Falls Prairie Masters	SFM	SD
Auburn Master Swimmers	AMS	SE
Central Alabama Masters Swimmers	CAMS	SE
Ensworth Aquatics Masters	ENSW	SE
KAC Viperfish	KAC	SE
Lake Providence Masters	LPM	SE
Tennessee Aquatics	TNAQ	SE
CrossGates Masters Swim Team	CGMT	SO
Conejo Valley Masters	CVMM	SO
Costa Mesa Aquatics Club	CMAC	SP
Competitive Tri-Swim Masters (CTSM) LLC	CTSM	SP
Long Beach Grunions	LBG	SP
Mission Viejo Masters	MVN	SP
SilverPeak Performance	SPP	SP
West Hollywood Aquatics	WH2O	SP
Masters of South Texas	MOST	ST
Queer Utah Aquatic Club	QUAC	UT
Salt Lake Masters Swimming	SALT	UT
Swimnerd Masters Team	NERD	VA
Occoquan Swimming (OCCS)	OCCS	VA
Quest Masters	QSTS	VA

Campaign Goals

- **Non-Participating Clubs**
 - Respond to the general inquiries
 - Create a canned follow-up response
- **Members of Non-Participating Clubs**
 - Post at least 3 times on social media

Next Steps



VIEW YOUR
TOOLBOX



PROMOTE THIS
CAMPAIGN TO
YOUR CLUB,
TEAMMATES,
FRIENDS



CREATE A
GREAT
EXPERIENCE FOR
A TRIAL MEMBER

Important Links

Main campaign landing page: [Linked here](#)

Club page: [Linked here](#)

Club toolbox: [Linked here](#)

Member page: [Linked here](#)

Member toolbox: [Linked here](#)

LMSC volunteer toolbox: [Linked here](#)