



**U.S. MASTERS  
SWIMMING**

**LMSC Development Committee  
October Peer to Peer Call**

**Tips, Tricks & Freebies for Club Managers**  
*small enhancements to help your club flourish*



***U.S. MASTERS  
SWIMMING***

## **Overview**

- USMS Provided Resources
- Communication
- Web Presence
- Physical Presence



# U.S. MASTERS SWIMMING

## USMS Provided Resources

### Banners

Promote swimming and your program with free USMS and co-branded banners

<https://www.usms.org/club-central/club-marketing-resources/banners>

These great-looking, long-lasting, 3' x 6' vinyl banners will let everyone know that there's a quality swim program at your facility. You can also take them with you to swim meets and events to show your club pride.

### Co-Branded Banners

Co-branded banner for registered clubs and workout groups



### USMS Banners

USMS banner for any program or facility





# U.S. MASTERS SWIMMING

## USMS Provided Resources

<https://www.usms.org/clubs>



### Great Bay Masters Swimming, Inc

Seacoast of New Hampshire based adult swim team focused on fitness through swimming, having fun and friendship. Weekly workouts in Dover, Portsmouth and Durham, New Hampshire.

#### Practice Information

Multiple sites with different times, check our website for the most current listing of workout times & locations.

Join USMS Now

#### Club Contact

Crystie McGrail  
555-555-5555  
greatbaymastersswimteam@gmail.com

Visit Club Website

 **Dover Indoor Pool**  
0.8 9 Henry Law Avenue  
Dover, NH 03820

 25y  
Indoor

Connect With Us





# U.S. MASTERS SWIMMING

## USMS Provided Resources

Judy has registered for GBM Inbox x 2019 GBM Registration x



**membership@usmastersswimming.org**

to me ▾

Dear Communication Representative,

Judy is now a 2019 member of your Club, Great Bay Masters Swimming, Inc.

Glen is a brand new USMS member.

<b>Member Name:</b>	Judy Awesome
<b>Age as of Today:</b>	29 years young
<b>Primary Phone #:</b>	555-555-5555
<b>Email Address:</b>	usmsisawesome@usms.org
<b>Address:</b>	1234 spring training rd, sarasota, FL
<b>USMS Number:</b>	SWIMR-01

To see an up-to-date list of Club members, please visit [your public listing](#).

Thank you,  
U.S. Masters Swimming



# U.S. MASTERS SWIMMING

## USMS Provided Resources



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[MY USMS](#)

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[JOIN](#) [RENEW](#) [UPDATE](#)  
**MEMBERSHIP**

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## U.S. Masters Swimming Membership Directory

The **Great Bay Masters Swimming, Inc (GBM)** are an official U.S. Masters Swimming (USMS) club, registered in the [New England LMSC](#).

[Become a 2019 Member](#)

Select a Registration Year:

### List of Great Bay Masters Swimming, Inc's Members for 2019

[Excel](#) [PDF](#) [CSV](#) Page  of 1 View 1 - 88 of 88

	First Name	MI	Last Name	WO Group	USMS Number	Reg. Date
	<input type="text"/>	x	<input type="text"/>	x		
1	<a href="#">Richard</a>		<a href="#">Arnold</a>	N/A	0298-047CG	11/2/2018
2	<a href="#">Glen</a>		<a href="#">Beaton</a>	N/A	0291-RUMYD	9/10/2019
3	<a href="#">Linda</a>		<a href="#">Behan</a>	N/A	0291-8G8GF	3/1/2019
4	<a href="#">Nicole</a>		<a href="#">Benson</a>	N/A	029B-0346Y	2/28/2019
5	<a href="#">John</a>		<a href="#">Brady</a>	N/A	029N-05TGE	1/7/2019
6	<a href="#">Michael (Buzz)</a>		<a href="#">Busby</a>	N/A	029M-0349A	11/27/2018
7	<a href="#">Patricia</a>		<a href="#">Campbell</a>	N/A	0299-033TZ	2/25/2019
8	<a href="#">Aagje</a>	A	<a href="#">Caron</a>	N/A	0292-033BA	11/24/2018
9	<a href="#">Matthew</a>		<a href="#">Carrico</a>	N/A	0296-0478U	3/2/2019
10	<a href="#">Sean</a>		<a href="#">Carter</a>	N/A	029Z-1SW1M	12/27/2018
11	<a href="#">Christophe</a>		<a href="#">Cloitre</a>	N/A	029J-07X2J	1/26/2019
12	<a href="#">Jocelyn</a>		<a href="#">Colella</a>	N/A	029U-N8M8N	7/15/2019
13	<a href="#">Emily</a>	L	<a href="#">Cook</a>	N/A	029J-02TVR	12/18/2018
14	<a href="#">Matthew</a>		<a href="#">Coutts</a>	N/A	029R-06TYA	6/11/2019



# U.S. MASTERS SWIMMING

## USMS Provided Resources

### Club Central

Resources for USMS clubs and workout groups



<https://www.usms.org/club-central>



## The Art of the Email

Step 1: Create a Club specific email

Step 2: Collect your E-Mailing list

Step 3: Select an email list provider

*Potential Options:*

- *Constant Contact \$20/mo*
- *Mail Chimp – free*
- *Google Groups – free*



### Google Groups

You can use Google Groups to create an online group for your team, organization, class, or other group to do things like:

- Email each other
- Host group discussions
- Collaborate on projects
- Organize meetings

You can choose who can join, post, and view topics.



Creating a Group: [https://support.google.com/groups/answer/2464926?hl=en&ref\\_topic=2458761](https://support.google.com/groups/answer/2464926?hl=en&ref_topic=2458761)

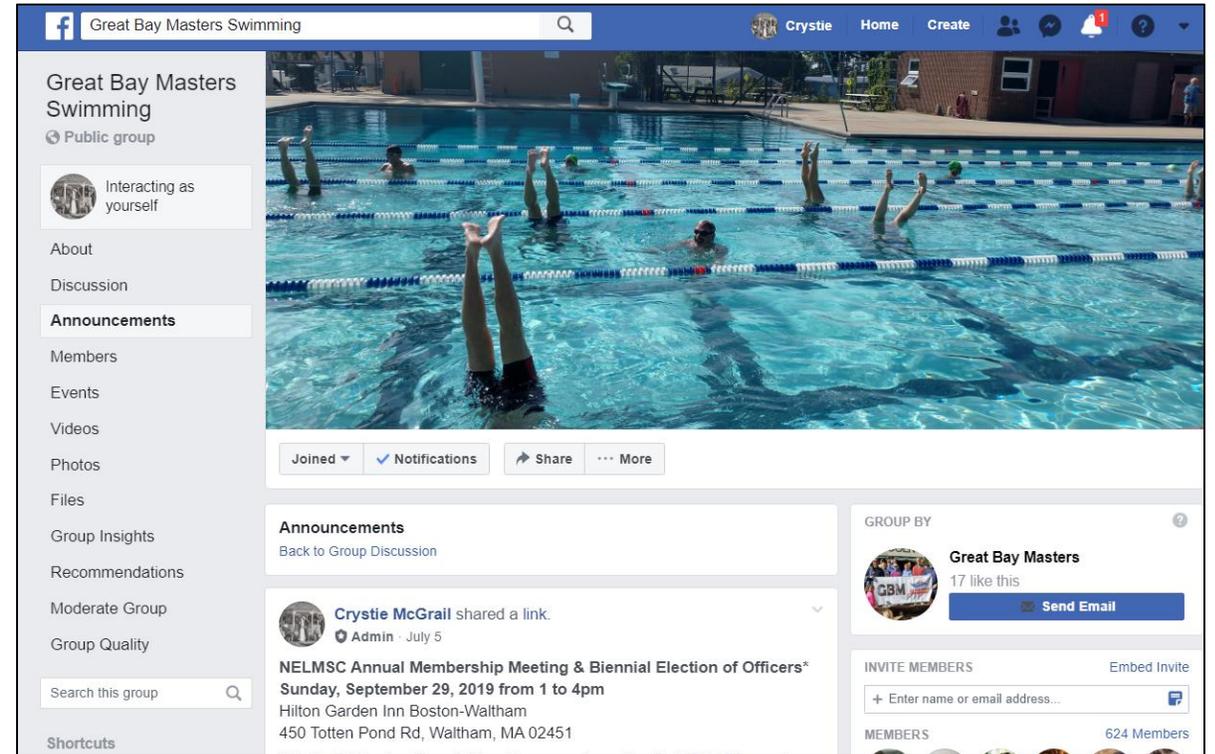
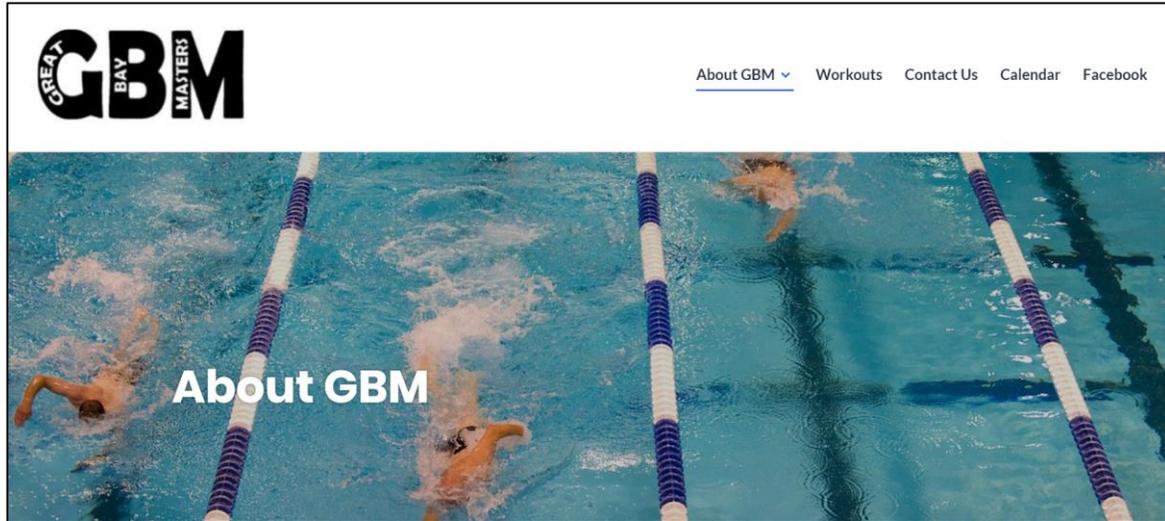


# U.S. MASTERS SWIMMING

## Web Presence

Website  
Linked-In

Facebook Group  
Facebook Page





# U.S. MASTERS SWIMMING

## Physical Presence

### Flyers, Signs, Banners, Team Info Board

- Flyer anyone can pick up and put on their fridge
- Postcard to hand out at other fitness events (triathlon, wellness fairs, 5k's)
- Banner on pool wall, entry way, etc
- Info table at community/facility events
- Cork Board with team pictures, schedule, general info at practice facility

### Logo Swag: Caps, Shirts, etc



**Adult Swim Program**  
[www.GreatBayMasters.org](http://www.GreatBayMasters.org)

**Primary Contact:** Crystie McGrail, [GreatBayMastersSwimTeam@gmail.com](mailto:GreatBayMastersSwimTeam@gmail.com)

**What is Great Bay Masters Swimming?**  
Great Bay Masters Swimming (GBM) is a U.S. Masters Swimming (USMS) club that has created an association between Seacoast NH pools to provide support for adult swimmers. The club offers coached swimming workouts, clinics, social events and opportunities for competition.

**Who should swim with Great Bay Masters & Why?**  
Any adults aged 18 and over who would like to:

- Develop fitness and strength through swimming
- Improve stroke technique and become a more efficient swimmer
- Do more varied workouts designed to work all your energy systems
- Enjoy the camaraderie of a fun group of people

**Am I too slow, or out of shape, to participate? NO!**  
We have a wide variety of experience, fitness levels and speeds at every workout. There are multiple lanes available with workouts geared towards these different speeds. We encourage you to take advantage of our fun and supportive group to help build good habits.

**What about Competition?**  
Competition is encouraged but not required. GBM will focus on several competitions each year; the SCM Championships in December; a mini meet we host in February; the SCY Championships in March and a LCM outdoor meet during the summer.

**We have Workout Options at the following pools.**  
Please see our website for more information & schedules

<b>Fall/Winter/Spring Season</b> ***NEW*** YMCA of the Seacoast, Portsmouth Portsmouth Indoor Pool Dover Indoor Pool UNH Swasey Pool	<b>Summer Season</b> Jenny Thompson Outdoor Pool, Dover
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**COME SWIM WITH US!!**



***U.S. MASTERS  
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**Thank you!**

**Thoughts? Questions? Ideas?**