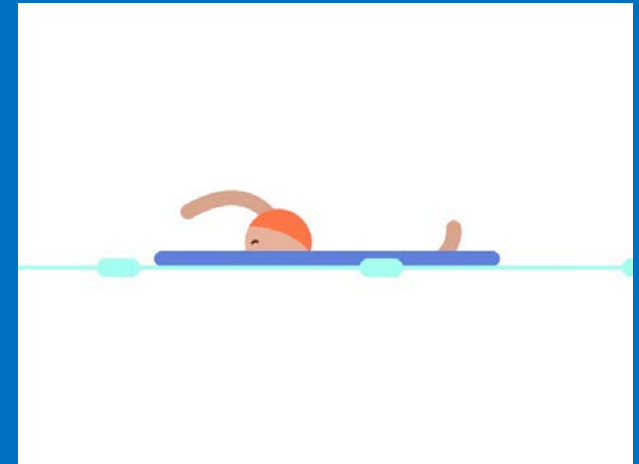


Try Masters Swimming – July 1-31

This webinar will be recorded. We will start at 8:02.

Format

- General TMS Overview and 2022 changes
- Coaches and D&I Committee panel on creating a welcoming environment
- Questions (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!](#)

Trial Membership Form

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Zip Code

Filters:

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

Search by Club Name	Select a Range	Search by City, State or Zip	
<input type="text" value="Club Name"/>	50 Miles	Sarasota, FL 34239, USA	<input type="button" value="SUBMIT"/>

Waddle's Adult Swim Academy (WASA)

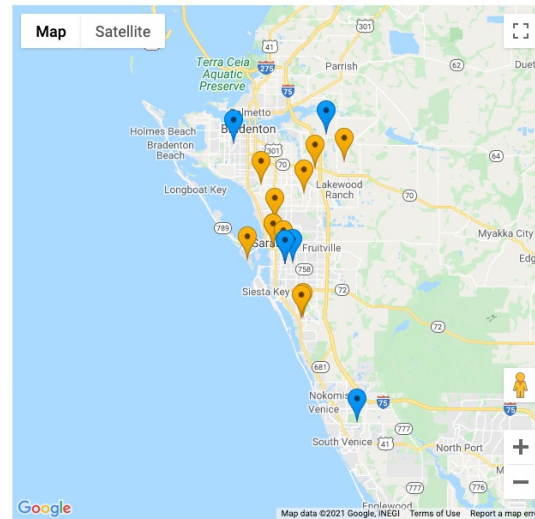
- Arlington Park Pool**
1 mi.
2650 Waldemere Street
Sarasota, FL 34239
- Lido Pool**
3 mi.
400 Benjamin Franklin Drive
Sarasota, FL 34236
- Robert L Taylor Complex**
4 mi.
1845 34th Street
Sarasota, FL 34234



Select Club

Sarasota Tsunami Masters (SRQM)

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



Note: You must select a club for your trial.

Trial Membership Form

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- 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

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

First Name

Last Name

Email Address

Phone

Sex

 Male

 Female

Date of Birth

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 triathlons, 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 "Event(s)"), 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").

I, I hereby certify and represent that (i) I am in good health and in proper physical condition to participate in the Events, and (ii) 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, 2021, 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!

Club, Volunteer, and Member Toolboxes

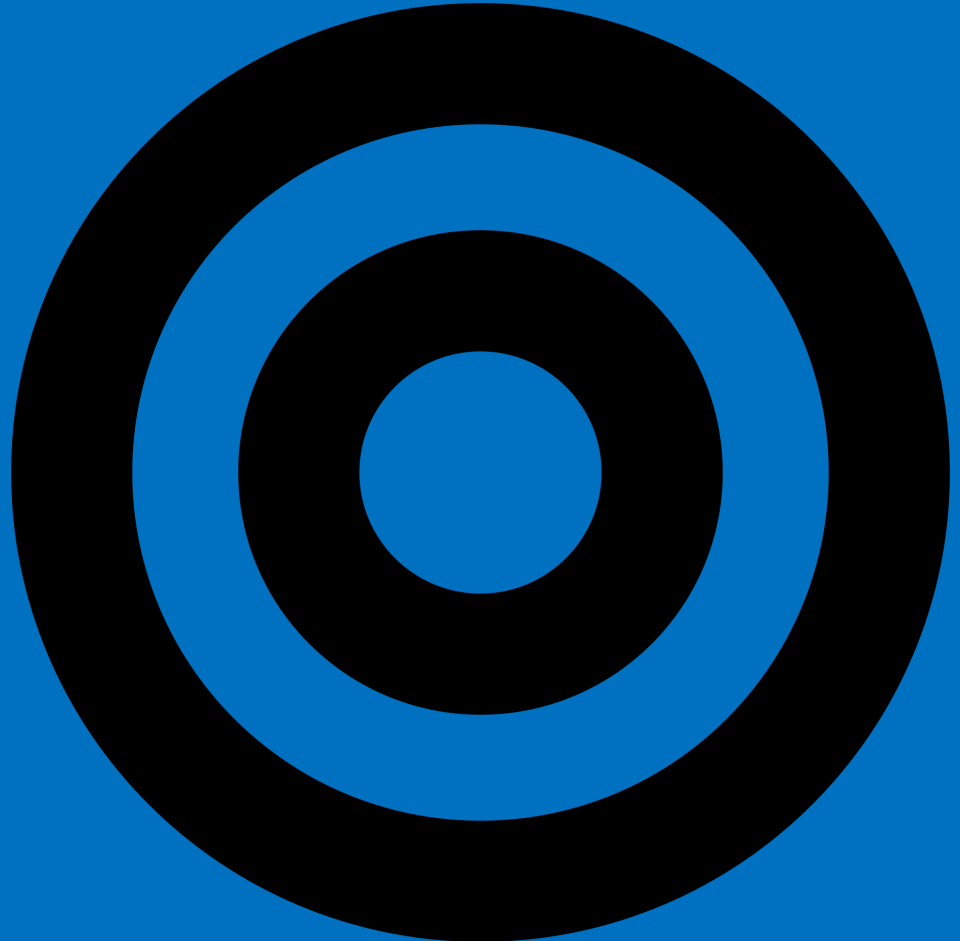
-  -READ FIRS...Letter.docx 
-  -READ SEC...mation.docx 
-  -READ THIR...rience.docx 
-  Email Templates  ▶
-  Facility Flyer  ▶
-  Infographic  ▶
-  Membership Benefits  ▶
-  Poster  ▶
-  Press Release  ▶
-  Social Media Shareables  ▶
-  USMS Logos  ▶
-  Website Text  ▶
-  x Sample -...ntact Sample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

Audience

- Target Audience
 - Any gender, 18+
 - Interest in swimming currently
 - Lives within 10-miles of participating club
- Secondary Audience
 - Any gender, 18+
 - Interest in swimming currently
- Non-targeted Audience
 - Any gender, any age
 - Friends or followers of members
 - See club's or USMS's promotion tangentially



Campaign Phases



Phase I
(June 27 – July 31)
Campaign awareness and filling out TMF via ads/promotion

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

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

Areas for Improvement from Last Year

- Make it very clear, this is not a learn-to-swim program
- Ask for less PII on the trial membership form
- Make the club selection more obvious on the form
- Offer at least two free workouts
- Try new advertising platforms
- Widen the initial audience

Ways clubs can promote locally

- Post posters or flyers at your facility
- Talk to your facility this is going on so they train the front desk to help “lap swimmers” become aware
- Post on social media
- Create a FB event
- Try different social media platforms: Nextdoor/Meetup
- Send press release to local media or fitness influencers (get on the media’s “Things to do in... this week”
- Talk to the USA Swimming/high school program about emailing past members

What makes a welcoming experience?

- Stick around for the panel discussion
- View the presentations from Relay 2022's sessions in Community

Next Steps



VIEW YOUR
TOOLBOX



PROMOTE THIS
CAMPAIGN TO
YOUR CLUB,
TEAMMATES,
FRIENDS



CREATE A GREAT
AND WELCOME
EXPERIENCE FOR A
TRIAL MEMBER