

Club Community

Session Date: Mar 5, 2022

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Description: Learn how LMSC volunteers can foster club and LMSC social engagement and community (ALTS, Social, Fundraising, etc.).

Key Points:

- Anything can create social engagement - depends on the energy and creativity you bring to it.
 - Enthusiastic Energetic Leadership is key to success and meaningful interactions that snowball.
 - Food and drink are a great bonding experience.
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Summary:

Single Favorite Club Activity:

- Christmas Swim - 12 days of Christmas - all 25's (9,100 yards)
- Adult Learn to Swim - swimmers, participants, community all love its impact
- Hour Swim - fundraiser for college kids who work the event - kids get to see the fun side of swim, social event afterwards - creative ways to make it fun.

How can LMSC help enhance that club event?

- Hour Swim - Rent pool space, provide swag, designate a coordinator to help organize broader
- ALTS - more communication and marketing support, subsidize marketing to help clubs move forward and grow programs
- Themed workout - outreach and financial support on a broader scale enhance communication between clubs

In-Water Activities every club should try:

- Adult Learn To Swim program (and/or Youth learn to swim program) valuable community service and public goodwill
- Try outside swimming, Open Water (swim across every lake in the state that is over a specific size), Full Moon Swims, - just make sure it's legal
- Theme Practices - water baseball on MLB kickoff, costumes, music, quotes

Out-Of-Water Activities every club should try:

- Social events - going to the pub, breakfast, pilates, eating & drinking, Camping weekend, 4th of July Mini-Tri for kids, Holiday parties - with families, Adventures around travel trips to swim events

Things needed to make an activity successful:

- Smiles, Organization, Participation, Passion, Enthusiasm, Energetic Leadership

What should LMSC volunteers do to drive social engagement:

- Get more people involved, more face-to-face interactions, more creativity, free state meet, professional networking