

LMSC Membership: Grow from Small to Medium

Session Date: Mar 5, 2022

Presenter(s): Ann Marshfield, Dan Cox

Description: Learn how to generate a critical mass in smaller LMSCs, and grow from small to medium.

Summary: Growth comes from the clubs inside the LMSC. Hence, club development is LMSC development.

Communication for Clubs

- Choose what works for your demographics, think of your target demographic

Club Growth

- Start small (workout group), but eventually you'll need support for coach, pool & more
- Large clubs can support startup clubs through seed money, mentorship and more

Events & Activities

- **Swim Clinics & Events.** Energize your swimmers with New Years swims, "Friday Night Freestyle Frenzy," tribute swims, fundraising swims and more.
- **Fun Swim Meets.** Make a whole meet of Relays, for example, or throw in some 25's in the course of a regular meet.
- **Social Events.** Outings, meals, etc. Can follow a swim practice.
- **Don't Forget the Fun!**

Club & LMSC Volunteers

- **Recruitment.** Actively recruit (Ask). Coach is the best resource. Consider diversity. Offer newcomers small, manageable jobs.
- **Retention.** Match volunteers based on skills. Respect their time and contribution.
- **Recognition.** National awards or create your own LMSC or club awards. Recognize contributions in communications. Banquets. Fun recognition for "first timers." SWAG.
- **Rejuvenation.** Club & LMSC leadership must implement turnover & succession planning.

From the Q&A

What does your LMSC do to support coaches? Consider supporting 50% of training costs.

Use relays as an opportunity to bring people together and be inclusive.