

# Club Operations - Marketing

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Kenny Brisbin – Long Beach Grunions, Southern Pacific LMSC



**RELAY2025**  
CLUB DEVELOPMENT  
COACH SUPPORT  
— KANSAS CITY —

# Presenters



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- USMS Level 4 Coach
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# Session Goals

- Increase visibility and awareness
- Strengthen community engagement
- Enhance communication and retention
- Measure and celebrate growth



# **Lead with Coaching**

## **“What sets Your Club Apart”**

- Promote coaching as a main value of Masters Swimming for your team
- Use coach Bios and highlight their expertise
- Offer clinics and technique tips to show value beyond lap swimming



# Website, Newsletter & Social Media

- **Website:**

Clear info on practice times, locations, fees, coach contacts. Keep it updated.

- **Newsletter:**

Send regular updates with team news, events, and swimmer highlights.

- **Social Media:**

Facebook: Team page, Instagram: Post photos, stories, meet highlights.



# Community Outreach & Events

- Offer trial swims and open-water events.
- Join local health fairs, fun runs, or community events.
- Partner with YMCAs, rec centers, tri clubs.
- Promote USMS “Try Masters” events.



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# Communications & Team Building

- Use group chats (WhatsApp, Facebook Groups) for team updates.
- Recognize swimmers, volunteers, and coaches publicly.
- Keep volunteers engaged with clear roles and appreciation.



# Tools You Can Use

- Mailchimp/Constant Contact for newsletters.
- Canva for easy social media graphics and flyers.
- USMS Club Central for templates, logos, and marketing help.
- Facebook & Instagram Insights to track engagement.





# Set Simple Goals

- Aim for steady growth—track trial swims, memberships, event turnout.
- Celebrate small wins—team milestones, individual stories.
- What your LMSC can do to support you, including awards, caps, promotion, and its newsletter.



# Breakout 1: “Attracting New Swimmers”

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room
- **Scenario:** Your club’s membership has been flat for two years. You want to attract new adult swimmers in your area.
- **Task:** As a group, come up with three concrete ways to improve visibility and outreach using your website, social media, or community events. When you report back, share one main idea and how you’d put it into action within 30 days.



# Breakout 2: “Keeping Members Engaged”

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room
- **Scenario:** Your team’s communication feels scattered. Some swimmers don’t check email, others miss practice updates, and social media is inconsistent.
- **Task:** Discuss how your club could improve communication and retention. When you report back, share one clear approach to strengthen connection and team spirit—something realistic your club could start right away.



# Key Takeaways

- **Consistency Matters.** Keep your message, visuals, and communication tone uniform
- **Be easy to find.** Make your website and contact info simple, current, and visible.
- **Show your people.**
  - Highlight coaches, swimmers, and volunteers — they are your best marketing assets.
- **Engage locally.**
  - Partner with community organizations, gyms, and tri clubs to reach new swimmers.
- **Use your tools.**

Platforms like Canva, Mailchimp, and USMS Club Central make promotion easier.
- **Track progress.**

Measure what's working — membership growth, event turnout, online engagement.
- **Celebrate wins.**

Recognize milestones and success stories to keep morale and visibility high.
- **Stay personal.**

Authentic communication builds trust and keeps members connected.





# Wrap-Up / Questions & Answers

**Don't be afraid. Ask away.  
(If you're thinking it, someone else  
probably is too!)**

# Next Steps / Call to Action

- 1. Update your presence.**  
Check your website and social media for current info and photos.
- 2. Promote your coaches.**  
Add bios, credentials, and coaching tips online or in newsletters.
- 3. Plan one outreach event.**  
Try a “Bring a Friend” swim, clinic, or community demo.
- 4. Share success stories.**  
Feature swimmers or milestones in your next post or email.
- 5. Use USMS resources.**  
Download templates and marketing tools from Club Central.





**Next Up:**

**12:15pm-1:30pm**  
**Keynote**  
**(Box Lunch Provided)**  
**Salons A-E**

# Resources

- **Club Central** – logos, templates, flyers, and marketing tools for clubs
- **Coaches Committee** – training materials, mentoring, and certification info
- **LMSC Development Committee** – best practices, club support, and marketing guidance
- **Diversity, Equity & Inclusion Committee** – tools to make your program welcoming to all swimmers
- **USMS Marketing Toolkit** – ready-made social posts, banners, and promo materials
- **Adult Learn-to-Swim (ALTS)** – program guides, grants, and lesson resources
- **Education & Certification** – links to coaching courses and webinars

ALL FOUND ON:  
<https://www.usms.org/>



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