



AMERICA'S SWIM TEAM™



flex
swim
membership



PREMIUM
MEMBERSHIP

MEMBERSHIP MARKETING GUIDE

FOR SWIM TEAMS & LOCAL SWIMMING COMMITTEES (LSCs)





BACKGROUND ON FLEXSWIM



USA Swimming has an exciting opportunity for families, clubs and LSCs with the new FlexSwim membership going into effect on September 1, 2018. This is the most progressive new membership category developed in years and is designed to make entering the sport more attractive for today's busy families. It is a great complement to existing membership options such as the Premium Membership (Annual)!

FlexSwim provides the opportunity to try team swimming, or bridge programs, in a cost-effective way and encourages swimmers to stay involved in life's other activities.

It also allows clubs the FLEXibility to secure insurance coverage at great prices, keep many of the benefits of being involved in USA Swimming and provides a product more competitive in the youth sports market. Plus, it allows families to earn a credit toward a Premium Membership (Annual) when they have a great experience in the sport!



WHY NOW?

- 7.5% average decline of new members from 2014-16
- 9.2% decrease in the number of 10-and-under year-round swimmers since 2013
- 78% of parents who aren't currently involved in swimming don't consider a swim team after taking lessons*
- 58% of parents who aren't currently involved in swimming say they would consider a swimming program that goes 1-2 times per week*
- 48% of the kids who quit USA Swimming say they do so to play other sports*
- 43% of the kids who quit USA Swimming say it is because it is too much of a time commitment*
- **But wait ... 93% of kids stay in swimming if they reach 13 years old!**

This new FlexSwim membership is our strategy to capture kids (and families) early and retain them in the sport.

This long-term investment in the sport was supported by the Club Development Committee, Board of Directors and the House of Delegates!

It requires your LSC to approve and make it available for your club, so make sure the LSC knows you want the flexibility to offer it!

* Source: 2014 State of the Swimming Industry Report.



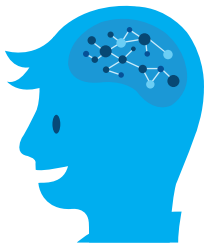
WAYS TO USE



The name "flex" comes with reason! Below are the ways that USA Swimming teams can use the membership:

- Learn-to-swim
- Summer league teams
- Fitness programs to get ready for other sports
- Triathlon-preparation programs
- Pre-season camps for high school
- Stroke camps & clinics
- Home school programs
- More!

There are many great benefits of having your team be part of USA Swimming. USA Swimming teams have access to educational leadership materials, club marketing & recruiting materials and facilities consulting services. USA Swimming coaches can get educational and instructional visits from USA Swimming staff and volunteer experts, business leadership classes, Regional Coach Clinics, online coach webinars and tools, women's leadership summits, Club Recognition Program, Virtual Club Championship, Club Excellence Program, Altitude Training Camps and more!



INSIDE THE MIND

OF A KID CHOOSING A SPORT

DID I LEARN TO SWIM ?

yes

DID I CONSIDER A SWIM TEAM ?

yes

DID I JOIN A SWIM TEAM ?

yes



93%

OF KIDS STAY SWIMMING ON A TEAM IF THEY REACH 13 YEARS OLD.

no

nearly 80%

OF PARENTS DON'T CONSIDER A SWIM TEAM AFTER LESSONS.

no

BUT

58%

WOULD CONSIDER A 1-2 TIME/WEEK PROGRAM

no

CONSIDERATION DROPS TO 30% WITH A 3 TIMES/WEEK PROGRAM

of the kids WHO QUIT swimming,

48%

SAID IT WAS TO DO OTHER SPORTS.

43%

SAID IT WAS TOO MUCH OF A TIME COMMITMENT.

NEW KIDS WELCOME HERE!



AMERICA'S SWIM TEAM



INTRODUCING KIDS TO THE SPORT

SHOWS THEM THE BENEFITS OF SWIMMING, AND MAKES STRONGER BUSINESSES FOR TEAMS!

SOURCE: The State of Swimming Industry Report (2014, 2018 update in progress). Study commissioned by USA Swimming in conjunction with Sports Marketing Surveys, the official survey provider to the Sports & Fitness Industry Association.





MEMBERSHIP COMPARISON

Premium Membership (Annual)*

Our Premium membership is perfect for the kid who loves swimming on a team. This membership allows kids (and families) to unlock all the premium benefits including unlimited swim meets, Splash magazine four times per year, team recognition programs, scholastic recognition programs, access to camps and so much more! Whether kids want to just get fit or go fast, this membership opens the opportunity into meets ranging from local, state, regional, national and international competition at the Olympic Games!

FlexSwim Membership

Our entry-level FlexSwim membership is designed for kids who want to experience swimming on a team. This membership includes the option for two swim meets per year. It's perfect for busy families who want to get a feel for the sport and pre-team competition and allow the time flexibility to still participate in other sports and activities.

		 <i>(also known as Year-Round or Annual Membership)</i>
PRICING	\$20 ¹ <i>Credit this fee toward a Premium membership when you decide to upgrade!</i>	\$60 ²
LENGTH	1 YEAR	1 YEAR
BENEFITS OF SWIMMING!	✓	✓
<ul style="list-style-type: none"> • A sport for all ages and backgrounds! • Get fit & fast! • Join a sport you can do your whole life • Professionally-trained coaches • Build character • Experience teamwork • Learn a life-saving skill • Meet new friends • Learn time management • Develop leadership skills • Follow in the wake of Olympic heroes (and create your own wake)! 		
DIGITAL WELCOME KIT	✓	✓
<ul style="list-style-type: none"> • Guide to getting the most out of your new sport experience 		
DECK PASS	✓	✓
<ul style="list-style-type: none"> • Track swim meet times for you, your team or your favorite Olympians! • Track your times for unofficial meets • Special Offers and discounts from USA Swimming Partners • Earn digital rewards based on your performance • Get customized and personalized rankings • Personalized data visualizations of your performance 		
EDUCATION MATERIALS	✓	✓
Access our Leadership Education And Resource Network (LEARN) for training tips, Safe Sport, nutrition, cultural inclusion guides and more.		




¹USA Swimming & Local Swimming Committee (LSC) annual membership fee; additional fees for local swim team may apply

²USA Swimming annual membership fee; additional fees for Local Swimming Committee (LSC) and local swim team may apply



MEMBERSHIP COMPARISON

CATEGORY

		 <i>(also known as Year-Round or Annual Membership)</i>
INSURANCE COVERAGE – INDIVIDUAL Excellent insurance coverage including: <ul style="list-style-type: none"> • Participant accident insurance • Participant liability insurance • Access to our Insurance Marketplace for pre-screened insurance products from trusted companies 	✓	✓
CHAMPIONSHIP MEET PARTICIPATION <ul style="list-style-type: none"> • Ability to participate in championship events. 	2 sanctioned events per year below Local Swimming Committee Championship level (ex. state/regional level)	UNLIMITED Local Swimming Committee Championships to Zones to Futures to Speedo Junior Nationals to Phillips 66 National Championships to the U.S. Olympic Trials!
SPLASH MAGAZINE <ul style="list-style-type: none"> • Membership magazine featuring tips, training info, athlete profiles, photos, poster inserts and more! 	Digital Access 	4 print issues – home delivery + Digital Access
INDIVIDUAL RECOGNITION PROGRAMS Opportunity to qualify for recognition programs: <ul style="list-style-type: none"> • Scholastic All-America • IM Extreme Challenge • IM Ready • IM Extreme Games 	✗	✓
DEVELOPMENT CAMPS Opportunity to qualify for camps: <ul style="list-style-type: none"> • National Select Camps • National Open Water Select Camps • National Diversity Select Camps • Zone Select Camps • Zone Diversity Select Camps • LSC Select Camps • She LEADS Summit 	✗	✓

*New Name: Premium Membership!

The USA Swimming staff recommends the name of Premium Membership to replace the name of Annual Membership, which is sometimes interchangeably called Year-Round Athlete Membership. With the new Flex Membership also being a year-round (or annual)



membership we want to reduce potential confusion. Plus, we also want to draw a greater distinction in the added benefits and value provided by the Premium Membership.

For a transition period, we will continue to include a reference to “Annual Membership” and “Year-Round” in conjunction with Premium Membership mentions. To make an official change in the USA Swimming Rule Book, this will require passage by the House of Delegates for Rule 302.2.

PROMOTIONAL TOOLKIT

Below are helpful tools and resources that swim teams can download to use through your promotional efforts:

- Heat Sheet Ads
- Social Media Images
- Video assets



	USA SWIMMING	SWIM TEAM/LSC
APRIL	<p>Sneak Peek of the new membership campaign at SwimBiz!</p> <p>Video presentations from SwimBiz released</p>	<p>Make sure the FlexSwim Membership is on your LSC House of Delegates agenda!</p> <p>Tell your LSC you want the choice, and flexibility, to offer this with your team!</p>
MAY	<p>Launch (Memorial Day Weekend)</p> <ul style="list-style-type: none"> • National media • Swimming industry media • :30 video commercial to promote membership • Several :15 video commercials • Heat sheet ads 	<p>Send the press announcement to your local media outlets!</p> <p>Use all the new materials (left) to promote!</p> <ul style="list-style-type: none"> • Team web site • Social media • eNewsletters • Team meetings
JUNE	<p>Release of new consumer research on why kids join teams, what parents look for, why kids quit and more!</p>	
JULY	<p>New USA Swimming :30 TV membership commercial will air on NBC & NBCSN broadcasts of the Phillips 66 National Swimming Championships.</p> <p>Online ads on Google and Facebook (in select test markets that offer FlexSwim)</p>	<p>Check out the ideas for bridge programs and ways to implement FlexSwim from USASwimming.org</p>
AUGUST	<p>Google and Facebook ads continue</p>	
SEPTEMBER	<i>FLEX MEMBERSHIP BECOMES AVAILABLE – SEPT. 1!</i>	



QUESTIONS?

Write to us at sportdevelopment@usaswimming.org or call us at 719-866-4578.