

SEGMENTS OF MEMBERS



ENHANCED BENEFITS FOR ALL MEMBERS



CLUB AND EVENT SUPPORT



External

Engage and activate partnerships with organizations that align with USMS's mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, and improving access to swimming facilities.

PARTNERS AND SPONSORS



FORMALIZING OTHER RELATIONSHIPS

College Club Swimming and Triathlon organizations

MEMBERSHIP VALUE

Enhance and customize value and deliver it to consumer segments based on needs and interests.

WORD OF MOUTH



BRAND AWARENESS

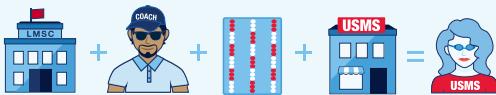
81%

of actively swimming adults don't know or know little about USMS



PARTNERSHIPS

STRONG PARTNERSHIPS



POSITIVE VOLUNTEER EXPERIENCE



Internal

Enhance the partnership between volunteers, coaches, and the National Office with the shared focus on providing the best membership experience possible.

INNOVATION

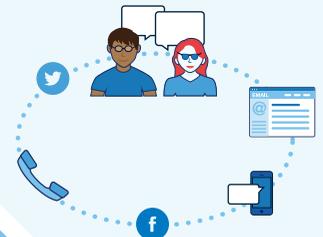
Transform USMS offerings to align with the changing environment.



BRAND CLARITY

Simplify USMS branding and marketing to clearly communicate the essence of the USMS brand and to build affinity.

CONSISTENT COMMUNICATION ACROSS ALL CHANNELS



BRAND AFFINITY



METRICS TO SHOW IMPROVEMENTS

