



Your event is sure to be a success with the materials enclosed!

For your convenience, these materials are also available for download online at usaswimming.org under the clubs tab.

Getting Started

EVENT REGISTRATION FORM

Tell USA Swimming about your event. We'd love hear the details of your event and share them with clubs that may need additional ideas to get started. Also, by returning the enclosed registration form USA Swimming can measure the level of participation of clubs and effectively assess the success of the overall program.

IDEAS FOR HOSTING YOUR OWN FRIENDS AND FAMILY SWIM DAY

Do you need help formulating ideas for your Friends and Family Swim Day? Included in this packet are great ideas that you can use to entertain kids and families at your pool.

Publicizing Your Event

INSTRUCTIONS ON PITCHING LOCAL MEDIA

Let your local media know about your event by following these simple step by step instructions that will help guide you through the process of pitching your event to the media in your community.

SAMPLE PRESS RELEASE

We've created a press release template for you that will take away the headache of writing a release. Just customize the release with your club's specific event information and you're ready to start sending it to your local media.

Promotion

POSTERS

Generate interest in you club/event by placing the enclosed posters in eye-catching spots at your local pool.

Need additional posters? Posters will be available on a first come, first served basis (while supplies last).

Email WWYOOT@usaswimming.org

FLYER TEMPLATES

Invite your community to your club and/or event. Just fill out one of the flyer templates with your club/event information, make copies and hand them out to members of your community.
