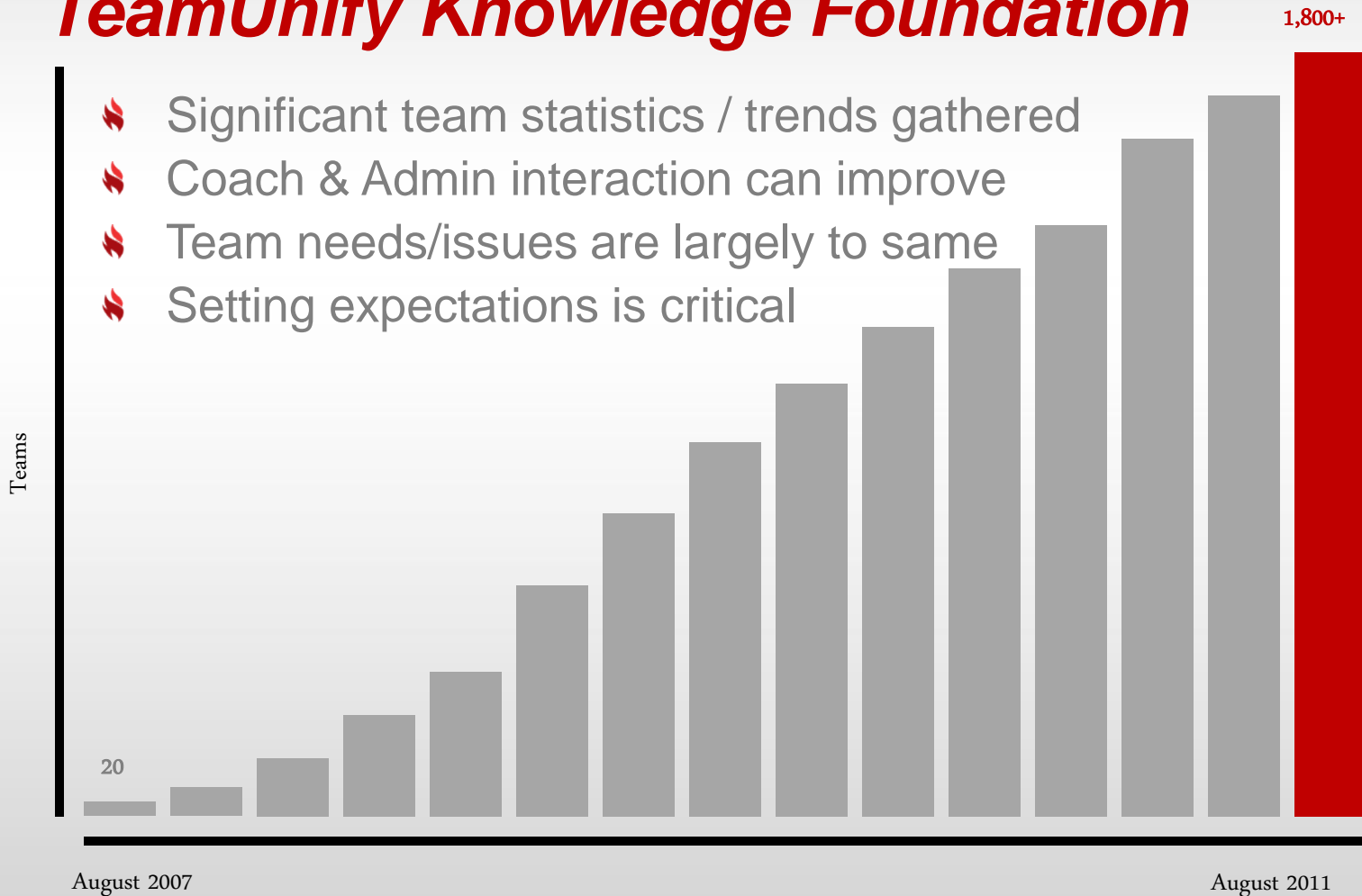


**Manage the Business of
Swimming Better**
Presenter: Tom Fristoe



TeamUnify Knowledge Foundation



Swim Team Management Best Practices

- Team Communication Strategies
- Setting Team Expectations
- Selling Your Team Values & Benefits
- Improving Team Performance
- Family & Swimmer Retention Strategies
- Billing Best Practices
- Going Mobile
- Going Social

***You're part of a
business that happens
to be a swim team***

***that provides a service that
your customers
[parents/kids] will expect
great service from....***

Team Communication

- ❖ Steady and relevant email communication is critical to getting membership attention and involvement.
 - ❖ News [Swim meet results, upcoming team functions, Etc]
 - ❖ Enlist a response from communication [meet declarations and Jobs]
- ❖ No Long gaps between email communication.
- ❖ Respond quickly to emails that ask questions. Especially those that might be interested in joining your team.
- ❖ Track family Interaction [if possible]
 - ❖ Frequency of team management technology sign-in's
 - ❖ Email open rates

Setting Team Expectations

- ❗ Develop / Document “Team’s Expectations and Rules”.
- ❗ Communicate your team expectations often and don’t be afraid to repeat them often.
- ❗ Privately publish them to the team website
- ❗ Coaches should know exactly what’s expected of them

Documented Expectation Ideas

- ❖ Coaches give their full attention to swimmers at practice and are off-limits while coaching your child[ren]
- ❖ Our team relies on email to communicate with you. Please ensure that we have the correct/best email address to reach you reliably.
- ❖ Anticipate that coaches / team Administrators send emails 1X per week – please read them and respond as requested.
- ❖ Our team is managed by gracious volunteers that will ask for your help from time-to-time. Please volunteer often.
- ❖ We provide a great service and think it's reasonable to be paid on time.

Selling Your Team Value & Benefits

- ❖ Your selling a service. Keep selling & reselling the value and rewards of swimming on your team.
- ❖ Leverage America's Swim Team Content from USA Swimming
- ❖ Make your program an exciting, fun and important program.
- ❖ Prominently publish the values and benefits on the team website.

Program Benefits Ideas

- ❖ Create and develop life skills for your child[ren]
- ❖ A fun and safe environment for all ages
- ❖ Learn-to-swim and develop confidence
- ❖ Breeds healthy, individual competition and encourages teamwork
- ❖ Get in shape and stay fit
- ❖ Establish better eating habits
- ❖ Learn the fine art of hard work and dedication
- ❖ Swimming teaches goal setting skills
- ❖ Great way to make new friends and lasting friendships

Improving Team Performance

- ❖ Coaches should be responsible for:
 - ❖ Messaging to their groups
 - ❖ Calendars
 - ❖ Meet entry creation and collaboration
- ❖ Get the right group of administrators on board and delegate
 - ❖ Make sure that every board member has a defined job
 - ❖ Set reporting expectations for each job
- ❖ Families should be current to have their child[ren] swim. No one should be allow to swim free. [minus exceptions]
- ❖ Carefully designate who is responsible for website changes

Retention Strategies Ideas – Have Fun!

- ❖ Create scheduled new/events/tasks and communicate them
- ❖ Senior swimmers help coach younger kids
- ❖ Celebrate birthdays – make them fun!
- ❖ Quarterly team meetings
 - ❖ Teach parents about swimming
 - ❖ Involve parents in understanding time and time standards
 - ❖ Review team expectations
- ❖ Add news to the team website a minimum of 2-4x per month
- ❖ Don't deactivate accounts each season.

Billing Best Practices – The Basics

- ❖ Do not de-activate re-activate accounts each season
- ❖ Process dues / other fees electronically. Add fees into dues.
- ❖ If you offer dues discounts for multi-swimmer families
 - ❖ Max of 5% off for second swimmer
 - ❖ Max of 7% off for 3 swimmer families – split discount as desired
 - ❖ Max 10% off for 4+ swimmer families – split discount as desired
- ❖ No swimmer should swim for free!
- ❖ If you discount for paying annually. No more than 10% off.
- ❖ Swimmers should not be allowed to swim if dues are not paid.
- ❖ Compress billing cycles

Compressed Billing Model

- ❗ The principal is to collect a years worth of dues before families/kids stop swimming because they did not qualify for season ending meets.
 - ❗ Monthly payers:
 - ❗ **Collect 12 months of dues in 9 months.** For example:
 - ❗ If monthly dues are \$60 per month [\$720 annually], collect the \$720 in 9 payments or \$80 per month
 - ❗ Programs that offer 4 quarterly payments with 5% discount, move them to 3 quarterly payments.
 - ❗ **Collect 4 quarterly payments in 3 quarterly payments.** For example.
 - ❗ 5% less than monthly payer = \$685 vs. \$720 [annual amount collected]
 - ❗ Now Collect \$228 for 3 quarterly payments vs \$171 for 4 quarterly payments
- ❗ You'll see dramatic improvements in cash-flow

Going Mobile

- ❗ Own a smart phone. Ton's of choices.
 - ❗ Android and iOS/Apple are great choices for an operating system
- ❗ Lean on text messaging to reach kids. Other than Facebook, texting is really the only effective way to reach them
- ❗ Take pictures and publish them to your team site as news
- ❗ Read and respond to email promptly

Going Social

- ❖ Facebook. Facebook. Facebook.
- ❖ Create Swim Team Account on Facebook
- ❖ Create a Private “Swim Team” Group under this Account
 - ❖ Only those that are invited can see inside
 - ❖ Create at least one Private Group for your swim team to:
 - ❖ Privately share/Add photos, videos, documents
 - ❖ Consider adding more than one group. E.g., “Senior Roster Group” or more
 - ❖ Facebook has made it easier to target your messages.
- ❖ Creating a professional Appearance
 - ❖ Main Personal Team Account will be for general promotion
 - ❖ Groups for privately communicating to each respective group
- ❖ Add news and announcements often



Manage Your Swim Team Better ^{FAR} ✓



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