Dear Club President,

Quote of the week:
"Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work."
-Vince Lombardi

Archive of Previous Issues

An archive of the previous issues can be found here.

New Voluntary Insurance Options for USA Swimming Clubs

USA Swimming has added additional voluntary insurance options for USA Swimming Clubs beginning in 2015. The Insurance Office of America (IOA) has developed three packages that cover the following: directors and officers; employment practices liability insurance; and crime. For more information on the available policies, click here.

Note: Clubs are still able to use Risk Management Services. Information on their programs can be found here:

With thousands of temporary structures across the country like bubbles and architectural membrane buildings, IOA also offers an equipment insurance plan beginning in 2015. This plan protects the equipment against loss, fire and theft. A more thorough breakdown can be found here.

A link to an online application/payment process will be available on Jan. 1, 2015.

Rental Car Savings Offered to Member Clubs

In an effort to maintain a high level of benefits and service to member clubs, USA Swimming is extending its negotiated rental car, van and SUV pricing with National Car Rental and Enterprise Rent-A-Car to all USA Swimming Member Clubs. This discounted rate is valid during USA Swimming sanctioned events, meets, practices or approved social events. Not only does this deal include a very good rental rate, but this negotiated pricing also includes full insurance

Click here for more details.

Five Things Parents Should Know About Energy Drinks
by United States Anti Doping Association (USADA)/Truesport

Please share this important article with your athletes and the parents of your athletes!

Important Safe Sport Survey

USA Swimming Safe Sport invites you to participate in a short survey about club culture. As new Safe Sport educational resources are on the horizon, it is important to understand how member coaches feel about certain aspects of the swim club environment. This information is intended to be used to inform future Safe Sport efforts, and the results will be made available to USA Swimming member coaches.

Thank you for your valuable input. The survey will be open now through December 12.

Please contact Maggie Vail, USA Swimming Safe Sport Education Specialist, with any questions or concerns.

Athlete (12 and older) survey: 719.866.3552

Coach survey:

December Upcoming Webinars

By BoardSource

As a part of USA Swimming’s ongoing efforts to provide leadership and skill-building resources that support and strengthen swim clubs and each of you as leaders, we are pleased to offer you a complimentary annual membership with BoardSource. This yearly membership normally would cost you $99/year per person. This membership is recommended for both the Head Coach and all Board of Director members.

If you’re not already familiar with BoardSource, it is widely recognized as the leading organization promoting exceptional nonprofit governance and board service. BoardSource membership is a year-round educational resource that helps to connect, engage, inform, guide, counsel, and support a community of thousands of nonprofit leaders from across the country.

Your complimentary BoardSource membership includes access to over 170 downloadable governance documents, a monthly newsletter and access to their free monthly webinars on important issues facing board leaders.

It’s very simple to activate your membership! Just visit http://www.BoardSource.org/usaswimming and complete the membership registration form.

Webinar 101: Nonprofit Board Service: A Meaningful Way to Develop Professionally and Personally

Tuesday, December 2 | 2:00 – 3:00 pm ET

Board leadership is great way to develop both professionally and personally, but don’t jump in without doing your homework. This webinar will provide a framework for developing some key assumptions and questions that will assist you in determining what organization you should commit to for your mutual best rate of return.
Webinar 201
The Nuts and Bolts of Managing a Leadership Transition
Tuesday, December 9 | 2:00 – 3:00 pm ET

Nonprofit organizations that are serious about their own sustainability will want to ensure smooth and thoughtful leadership succession. Change can be a potent, pivotal opportunity! In this webinar, we will examine a comprehensive strategy for managing the entire transition process from the current executive’s departure to the new leader’s successful launch.

Five Steps to a Great Nonprofit Board
By Larry Checco, Checco Communications, November 2014

People agree to serve on boards for all kinds of reasons, many because they truly believe in the mission and work of the organization. Others, however, go on boards because they feel honored to be asked and don’t want to disappoint the person doing the asking; others because of the prestige of being a board member; still others because they like to see their names on the organization’s letterhead.

Even those who join boards for all the right reasons still need to know what is expected of them once they agree to become board members.

A few things to consider when seeking people for your board are:

Six Signs That It Is Time to Raise Your Rates
By Alyssa Gregory, Small Business Information Expert, October 2014

One of the biggest hurdles faced by entrepreneurs who are just starting a small business is figuring out what to charge for their products and services. It may take a little time, and possibly some trial and error, to arrive at the best price point. And, once you’ve reached the perfect rate schedule, it can change. As a business owner intent on growing your business, you must consistently review your rates, products and services, as well as the competition to determine whether or not your business can benefit from a rate increase.

So how do you know if it is time to raise your rates? There are a lot of factors that can impact the decision of whether or not to increase your prices.

Here are six signs that it may be time for an increase.

Passion is Not Enough!
By Chris Grundner, president and CEO, Delaware Alliance for Nonprofit Advancement

Are you familiar with Maslow’s Hierarchy of Needs? Abraham Maslow, a psychologist, introduced the concept in a 1943 paper, stating that people are motivated to achieve certain needs. When one need is fulfilled, a person seeks to fulfill the next one, and so on. The needs are often depicted as levels within a pyramid, with the largest, most fundamental levels of need at the bottom — things like food, water, shelter, sleep. Meanwhile, at the top of the pyramid, is self-actualization — most often explained as understanding what your full potential is and then actually striving to realize it. To borrow a phrase from the U.S. Army, self-actualization is “being all you can be,” which should be our ultimate goal.

In a talk I gave recently at a TedxWilmington event, I shared what I consider to be the key
ingredients to building an excellent board, and to emphasize my point, I contrasted these building blocks to the steps in Maslow's Hierarchy of Needs. In building my parallel pyramid, I set forth that passion for an organization's mission is the equivalent of the bottom rung on Maslow's pyramid. Combine passion with regular attendance at board meetings and organizational events and making meaningful financial contributions to the organization on a regular basis, and you've got a base from which solid governance can be built. But they alone are clearly not enough to help the board be all it can be...or even to facilitate long-term organizational sustainability, for that matter.

So what comes next in my pyramid? I invite you to view the video of my talk to find out.

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Does Your Nonprofit Appeal to the 'New' Volunteers?
By Joanne Fritz, Nonprofit Charitable Orgs Expert, AboutMoney.com, November 27, 2014

Is your nonprofit in touch with the "new" volunteers? The ones who are both young and older, who want to volunteer as a family, who want to change the world, who look for ways to use their skills, who want to use the newest tools to do that work and to communicate about it?

A Canadian survey revealed surprising discomfort among volunteers. Here's an overview of that study and suggestions for what volunteer coordinators might do to make volunteering more attractive in this century, not the last.

Read more: