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## Dear Club President,

An archive of previous editions can be [found here](#):

### Quote of the Month:

**"The task of the leader is to get their people from where they are to where they have not been."**  
~Henry Kissinger

## Support Team USA at the FINA World Junior Championships

**Get Your Tickets Today!**

Team USA needs your help!

Join us on August 23-28 at IUPUI, in Indianapolis to cheer on the American swimmers to gold at the FINA World Junior Championships.

Be sure to wear your Red, White and Blue! Tickets can be [found here](#):

Go USA!

## Safe Sport Impact Award Nominations Open

Nominations for the Safe Sport Impact Award are now open.

Nominations are due in by August 15, 2017.

Please submit this nomination (cover page + attached sheet with nominee's qualifications) to [safesport@usaswimming.org](mailto:safesport@usaswimming.org)

Safe Sport Impact Award [nomination form](#)

## USA Swimming Foundation Study

**Constraints Impacting Minority Swimming Participation, Phase III, 2017**  
**Conducted by the University of Memphis and the University of Nevada-Las Vegas**

5-10% improvement in overall swimming ability from its previous findings in 2010

- 64% of African-American children, 45% of Hispanic children and 40% of Caucasian children have no/low swimming ability (down from 70%, 60% and 42%)
- 87% of swimmers with no or low swimming ability plan to go to a swimming facility this summer at least once; 34% plan to swim 10 or more times this summer

Factors contributing to the overall lack of swimming ability:

Socio-Economic and Race/Ethnicity Differences

- 79% of children in families with household income less than \$50,000 have no/low

swimming ability

- Children who qualify for free or reduced school lunch programs are 63% less likely to have good swimming ability
- 76% of parents reported that their children would be more likely to want to participate in swimming if they saw a talented swimmer that looked like them
- 65% of African-American children would like to swim more than they do

Family is Significant

- If parent specified good swimming ability, their children are 4.3X more likely to have good swimming ability
- If parents have no/low swimming ability, there's a high likelihood their children won't have good swimming skills (78% for African-American children, 62% among Hispanic/Latino children and 67% for Caucasian children)
- Children who swim with their family are 2.7X more likely to be good swimmers
- Children who are afraid of drowning are 67% more likely to have low/no swimming ability
- African-American children and their parents are 3X more fearful of drowning than Caucasian children and parents
- Children who know how to be safer around water are 3.7X more likely to have good swimming ability

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## USA Swimming Creates First-Ever Safe Sport Activity Book to Engage Young Swimmers

USA Swimming has released the organization's first-ever Safe Sport Activity Book. The Activity Book was created to share the Safe Sport message with a younger audience. The mission of the USA Swimming Safe Sport Program is to help teams foster a fun, healthy and safe environment for all their members.

The Safe Sport Activity Book is one of many tools that the organization offers to assist clubs, coaches and volunteers to create a Safe Sport environment at meets, practice and at home. The Activity Book has been added to the Safe Sport Club Toolkit where teams can find tools, resources and model policies to create positive team culture, educate their members and intervene in risky situations.

Learn more and [download here](#):

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## Upcoming Free Webinar By BoardSource, August 2017

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.

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It's very simple to activate your membership! Just [visit here](#) and complete the membership registration form.

Strategic Planning: Is Your Board Ready?  
August 15 @ 2:00 pm - 3:00 pm

[Register Now](#)

When considering whether to embark on a strategic planning project, there are a number of questions for an organization to consider: Have you done planning previously and, if so, how did it turn out? Will you do this yourselves or might you need an outside consultant? If the latter, do you have a budget? By when do you need the plan? But there is an even a more important question: Do you have a board with skills and experience required to lead a planning project and implement the plan that results? Readiness is essential to success and, often, organizations begin planning and learn too late that the board is ill equipped to guide the planning.

The session will be led by Richard Mittenthal, president and CEO of TCC Group, a national consulting firm specializing in strategy, evaluation, and capacity building in the social sector. Richard has led planning assignments for countless nonprofit organizations and foundations over the past 27 years and has served on many boards that have engaged in planning. He will be joined by two panelists who have held leadership roles in planning with several organizations – both as CEO or board chair – and who can offer unique perspectives on the issue. The panelists are Gail Nayowith, principal, 1 digit LLC; board member, Kenworthy Swift Foundation; board secretary, Cities of Service Gordon Campbell, vice chair, New York City Health and Hospitals Corporation; board chair, Human Services Council

Attendees will leave the webinar with a heightened understanding of many of the upfront questions to ask themselves prior to deciding whether to embark on strategic planning.

Be Bold! The Legal Rules for Advocacy that Every Nonprofit Should Know  
September 21 @ 2:00 pm - 3:00 pm

[Register Now](#)

This event is hosted in Eastern Time.

Leaders of 501(c)(3)s play an important role in educating policy makers, as well as the public, about policy issues and actions that impact their organization's mission and the people they serve. Elected officials vote on bills, make public statements and executive decisions, or take other actions that may be consistent with or conflict with a nonprofit's position on an issue. After this workshop, you will have a clear understanding of how to maximize your organization's advocacy efforts, the kinds of advocacy activities 501(c)(3)s can engage in legally, when a communication is considered lobbying, and how to remain nonpartisan while engaging in election-related activities. This is an introductory level but all experience levels are welcome and will leave with a better understanding of the rules.

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## Why Should YOU Host A Swim-A-Thon?

Hundreds of clubs across the U.S. annually host a [USA Swimming Foundation Swim-a-Thon](#) as the main fundraiser to support their club's swimmers. In addition to assisting their local team, 5% of the money raised by Swim-a-Thons supports the U.S. National Swim Team and the USA Swimming Foundation Make a Splash program, which provides the lifesaving gift of free or low-cost swim lessons to children across the country!

Raise money for your club by hosting a USA Swimming Foundation Swim-a-Thon today!

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So what are you waiting for? [Host a Swim-a-Thon now!](#)

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## **Three Stages in a Nonprofit Board's Lifecycle**

**By BoardSource, August 2017**

Boards are not — and should not — be static. To be effective, they must change and evolve as their organizations change and grow. Many years ago, Karl Mathiasen III wrote a paper for BoardSource in which he identified three different and quite distinct types of nonprofit boards that develop as their organizations grow and change, including

organizing/founding boards  
the governing board  
the institutional board

This resource provides brief descriptions of the three nonprofit board types, presented as food for thought only. Do you agree with them? Do they stand the test of time? Do you recognize your own board in any of them?

[Learn more here:](#)

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## **Let Them See What You Believe**

**By Scott Mabry, Soul2work.com, August 2, 2017**

Effective leaders bring their beliefs into the open.

Our actions may be confusing or appear contradictory if we leave it to people to guess our intentions. When we help others understand the beliefs behind our motives and actions we give them the benefit of context and build trust. To make this possible there are important steps we can take.

[Learn more here:](#)

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## **Effective Business Email Etiquette**

**By James Bucki, The Balance of Small Business, November 2016**

Email has become so popular that, in some cases, people use it more often than the telephone. Because the written word can so easily be misunderstood, understanding proper email etiquette is essential in the business environment.

Unfortunately, many people don't understand how to use email to their advantage and the benefits it can confer to a business often are missed. The following business email etiquette rules can help your employees to compose emails that are efficient and effective.

[Learn more here:](#)

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## **101 Small Business Marketing Ideas**

**By Alyssa Gregory, The Balance of Small Business, July 31, 2017**

One universal small business goal is to sell the business's products and services. This is usually best accomplished by positioning the business in front of the target audience, and offering something that solves a problem or that they can't refuse or find elsewhere.

To this end, one of the smartest things a small business owner can do for his or her business is to take the time to develop a small business marketing plan that will set them apart from the competition.

[Learn more here:](#)