



STANDOUT

Tips For Your Team



We coach because we care about our athletes and the people they grow up to be. Although we know creating fast swims is part of our sport, the greater life lesson is mentoring and shaping the development of athletes.

This resource is available to help spark ideas for USA Swimming member clubs to stand out from their community counterparts. The list is meant to help guide clubs to create great individuals and members of society, not just excellent swimmers.

BE A PRESENCE IN YOUR COMMUNITY

Giving back to your community as a team is a great way to build connections between your program and your community. Some ideas include:

Service projects:

- Volunteering at a soup kitchen or at a homeless shelter.
- Spending time at a nursing home.
- Picking up trash around the neighborhood or local park.

Supporting other events in the community:

- Cheering others on at local meets and events.
- Supporting other local athletics by volunteering at water stops at run/walk races, etc.

TEAM BUILDING

Team building can help foster environments where swimmers feel connected to their teammates and coaches. Hosting events to maintain and strengthen these relationships is important. Some ideas include:

- Team meals
- Escape rooms
- Laser tag
- Bowling
- Retreats
- Camping

Feel free to get creative with cost free options:

- Backyard games like capture the flag
- Hikes
- Talent shows

CELEBRATE EACH OTHER

As your swimming family continues to grow, celebrate each other's accomplishments. Some ideas include:

- Recognizing academic success
- Highlighting milestones
- Rewarding kindness
- Acknowledging meet success
E.g., passing out ribbons after a meet, featured social posts, etc.

PRO TIP: Capture images of your standout experiences to post on social media.

