

## 2006 MEMBERSHIP COMMITTEE REPORT

At the 2005 USSS Convention our committee launched the "We're In Sync" campaign. The purpose of this campaign was to ask the membership to commit to at least 3 of the following items: *Hold "Try-It" Days*, offer 2-3 days that you have advertised as "free" days for recruits to come & try synchro; *Girl Scouts In Sync Day*, work with your local Girl Scout Troops to offer a session on synchro; *Adopt a club* – be a mentor for a start-up club; *Adopt a coach* – be a mentor for a start-up coach; *Adopt a judge* – be a mentor for a new judge, or someone who wants to move up a level; *Run a booth at a local festival or carnival* – spread the news about your team; *Run a lesson program* that could possibly feed into your existing club; *Purchase Club Marketing Kit from USSS* - \$20.00; *Purchase Promotional DVD/CD/VHS* - \$15.00; *Purchase Marketing Brochures* - \$3/pack of 20; *Purchase Get In Sync program* - \$150.00; or *Put 5 posters up*, including information about your team, around your city or town. The membership committee followed up for feedback on the program to see if any of these ideas/tools helped to increase membership for their teams. It does seem that all of the clubs/individuals that participated did receive increase in membership by using one or more of the listed items. The committee would like to continue this campaign in hopes that membership will use new and existing ideas to help increase membership.

For the second year in a row we were fortunate to have the membership incentive program in conjunction with Speedo. Many thanks to Speedo for their continued support for the growth of our sport!

USSS held a contest for the club that registered the most seasonal and/or recreational athletes between May 1<sup>st</sup> & July 31<sup>st</sup>. The prize was one full color page in the fall issue of the Synchro Swimming USA Magazine! A huge value to any team & fun recognition as well! Congrats to Virginia Vale from Denver, Colorado!

An on-line sanction form will be added to the website and will be up and running for the 2006-07 competitive season.

The Membership Profile Form was updated (thank you Scotti Nichols) and is in your convention packet, and will also be available on-line. This form is very important and will not only help committee chairs to set their committees, but will also help each member to understand the new committee structure. We encourage everyone to get involved!

We have continued to mentor the development of new clubs. Any "New Club Interests" who called the National Office, were sent a New Club Start-Up Kit and were contacted by our committee and offered mentoring assistance.

A continued goal of the membership committee & of U.S. Synchro is to consistently reach our goal of 5-10% net growth in membership on an annual basis. We would like to continue to research & compile ideas from the membership on how to obtain this goal. In 2005-06 U.S. Synchro did increase membership in the majority of our categories!

U.S. Synchro ran a "sale" on Life Memberships & was successful in signing up 20 new members. Congratulations to the new life members that participated in the most recent promotion!!! We would all like to welcome Britt Rooney, Becky Jasontek, Rhonda Madej, Sarah DuBay, Elin Hayes, Gail Scherer, Carrie Tluczek, Barbara Browne, Kristine Daniels, Amy Hobbs, Lona Albano, Lorraine Welch, Erin O'Brien, Laura Mase, Audriana Berry Dunn, Ann Rushfeldt, Jill Parr, Tori Johnson, Julie Jasontek, and Deborah Marshall. Thank you so much for your sincere dedication to this great sport!!

As always it is with the utmost importance that we continue to work hard to grow our membership. Any and all suggestions are welcome - please feel free to contact anyone on the membership committee.

Special thanks to Stephanie Crocker, Membership Manager for USSSI, it has been a pleasure to work with you over the past year. Many thanks to the membership committee: Rachel Easterling-Ragan, Andrea Nott, Kathryn Freer, Linda Loehndorf, Carolyn Presbrey, Jennifer Mitchell, Devin Kauffman-Rozansky, & Megan Spring.

***At convention a motion was put forth to change the seasonal membership from 15 to 18 weeks. The motion was approved in committee & also at the Board of Governors. The Board of Directors referred it back to committee.***

***After discussions the following has been realized:***

***a. If a seasonal membership begins before August 1, and they chose to upgrade to a regular membership, they are upgrading for a membership in that same year as their seasonal membership. (Example: Seasonal member starts on June 1, 2006, and expires on Sept 15, 2006. If they upgrade, it will be for the remainder of the 2006 season. What they should do now (Sept 15th) is RENEW their membership-either another seasonal, or a regular membership, depending on what they expect to do with synchro. If they become a regular member at this point (Sept 15th), then this new 2007 membership will take them through to Sept 2007.) If they renew as a seasonal, they can chose to upgrade later in the year.***

***b. If a seasonal membership begins after August 1, they are actually getting a membership for the next year. (Example: A seasonal membership is obtained on August 7, 2006, and expires about mid Nov 2006. At this point, they can renew as a seasonal member or UPGRADE to a regular member.)***

Respectfully submitted,

Shari Darst  
Membership Committee Chair