

## Peer-to-Peer Teleconference notes

### Fitness – Smarty Pants 30 minute Fitness series follow-up

Thursday, March 22<sup>nd</sup>, 2018 - 8:30 pm Eastern

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16 - Attendees: Some of names that were given; Michael Moore-PC., Jerry Clark-NC., CJ Rushman-KY., Stacy – Colorado, Meredith Anderson – SC, Kasey Keebler – FL, Kyle Deery –FL, Liz Niemeyer – MN, Ed Coates, ST, Else Stingle- SI,

Mary Jurey lead the call (conference call notes) {maryjurey@gmail.com}

Mary talked about the follow up from the first Fitness series, the 30 minute fitness challenge.

There were 1273 participants who enter and the breakdown was 848 female participants and 425 male participants. There were 65 total clubs that participated. \$8,700 was donated to SSL foundation. Winning clubs were posted on line. Surveys were sent out after the swim to find out why people swam. There were members that did participate in the event, but not entered into the event.

Regarding raising funds going forward on the next 2 fitness events (2K and 1 mile swims), there will be ways to donate to local organizations. This is up to the local club to establish their own separate donation procedures in additional to the SSL. The prizes that went to the clubs were donations based on partnerships with USMS.

Mary wants to engage coaches to get organized and really support the next event, which is the 2K swim. The focus is still fun and involvement. Michael Moore asked if there was way to measure the non-competitive fitness participant. Mary said that they don't have hard numbers, but 70% of registered USMS members are fitness oriented. Jerry Clark asked if an event is performed as a fund raiser, how do account for total cost. Mary said they are still working on analyze the numbers.

Mary said that coaches and clubs need to make it easy for people to sign. Ed Coates said that this was first time event and it should grow over time, especially a charitable event.

Liz from Minnesota asked about the social media presence, and how to promote the two future events. Kyle said there was a Facebook event page that did help clubs that hosted the event.

Mary asked the group for people to share their success stories.

Jerry asked about the 2K and if the details from the 30 minute swim, will be carried through the next week. Mary said yes, the same parameter for signing up and donating to SSL. Ed Coates said that their team can set up the 2K swim hope how they want, as part of their normal workout. Michael Moore asked about the planning and the promotion of the 2K swim in July. Mary talked about the National Office promotion, the Fitness Committee members being leaders to promote, and having the participants that took part of the 30 minute swim help promote the event.

Michael Moore asked if there are awards incentives for people that participate in all 3 events. Mary said that would be a great idea to have those available.

Kyle asked from the group to share ideas to help promote the next events.

Mary conveyed from the Fitness Committee to get coaches involved and make it easy for people to be part of the event.

The call ended at 9:30 pm Eastern.