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## Dear Club President,

[An archive of the previous issues can be found here.](#)

**Quote of the Month:**

**"Honest disagreement is often a good sign of progress."**

-- Mahatma Gandhi, social reformer

### Swimbiz#incaseyoumissedit

By USA Swimming Business Development Division

USA Swimming was excited and pleased with the first annual marketing conference #SwimBiz: Social Media, Sponsorship & Swimming! Promoting Your Club Locally in the Multi-Screen World

#SwimBiz focused on growing participation, increasing revenue and improving events. Specifically, emphasized was social media, advertising, branding, communications, sponsorship and local promotion for clubs. The presentations and videos from the conference have now been posted!

[The slides can be found here.](#)

Presentation videos can be found at [youtube.com/usaswimmingorg](http://youtube.com/usaswimmingorg)



## Upcoming Free Webinars

By BoardSource, May 2015

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.

Free webinar series!

Webinar 201:



**Dave Thomas**  
Sport Development Consultant  
Southern Zone  
USA Swimming  
719-866-3573 Direct Line  
719-330-3824 Cell  
719-866-4669 Fax  
719-866-4578 USA Swimming  
Office  
1 Olympic Plaza  
Colorado Springs, Co. 80909  
[email](#)



Sponsored by:



### [How Business Goals Impact Your Governance Strategy](#)

Thursday, May 14 | 2:00 pm – 3:00 pm ET

As organizations grow as businesses, their governance needs change. During this webinar, we will take a look at the organizational lifecycle and the impact it has on governance. We will discuss the important steps a board needs to take to ensure successful alignment with the organization as it works to achieve its current and future goals.

Webinar 101:

### [Crucial Questions to Ask \(and Answer\) Before Facilitating a Meeting](#)

Thursday, May 28 | 2:00 – 3:00 pm ET

Effective meeting facilitation consists of more than just running the meeting; rather, it involves strategy and advance planning. This webinar will provide an overview of meeting facilitation basics and include opportunities to put your learning into action through participation in meeting scenarios and peer-to-peer sharing.

## Seven Reasons Why Nonprofits Need To Ramp Up Their Social Media Presence

By Dave Kerpen, founder and CEO of Likeable

We all saw it happen this summer. It started with a video of one of your friends dumping a bucket of ice water over his or her head. Then it was two videos. Then it was five. And suddenly, celebrities, politicians, and thought leaders alike were participating in the ALS Ice Bucket challenge. After several weeks of this viral campaign, the ALS Association raised a stunning amount: over \$114 million in donations.

[Read more:](#)

## Board Transparency

By BoardSource

In an environment where donors, the public, and charity regulators are asking more and more questions about the effectiveness of nonprofit organizations, there is an opportunity for nonprofit organizations to lead the charge in creating transparency around their organizational practices, including the work of the board.

[Read more:](#)

## You Are The Voice Your Mission Needs

By Stand For Your Mission.org

Strong board leadership is not just about checks and balances; it is about creating the circumstances that will allow our missions to be achieved. That ensures progress can be made. That enables each of us to translate our shared beliefs into action.

Board members are the community leaders from whom decision-makers need to hear. Board members serve as powerful champions for our missions. We are the ambassadors who can bridge differences in opinion, turn ideas into solutions, and make good things happen.

Each of us is deeply committed to our missions. Each of us has what it takes to be an advocate for our missions. As stewards of our organizations, we must find our voice.

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[Read More:](#)

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## **Tips for a Successful Salary Negotiation**

**By Susan M. Heathfield, Human Resources Expert, [Humanresources.about.com](http://Humanresources.about.com), May 2015**

A salary negotiation window exists from the time you offer a job to a candidate until the acceptance of the job by your selected candidate. The results of this salary negotiation can leave a candidate feeling wanted or devalued. The results of this salary negotiation can leave the employer excited to welcome the candidate or feeling as if he lost.

A positive employer and a positive employee are the result of a successful salary negotiation.

[Here are tips for conducting a successful salary negotiation.](#)

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## **Seven Essential Tips for an Effective Fundraising Strategy**

**By Peter Gasca, Contributor, Entrepreneur and Small Business Strategist, [Entrepreneur.com](http://Entrepreneur.com), April 13, 2105**

As someone who volunteers and sits on a number of boards for nonprofits, it is my goal to add value and make an impact by curating thoughtful discourse, making connections or volunteering for events. Inevitably, however, I am asked to do the one thing I dislike most.

Fundraise.

My angst for fundraising probably derives from my early and impressionable days as a sales associate, when the idea of "asking for the sale" was beaten into my professional character by people who could best be described as snake oil salesmen.

[Read more:](#)

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## **What the New Change to Google Search Means for Your Nonprofit Website**

**How to Find Out if You're Mobile Ready or Not**

**By Julia Campbell, J Campbell Social Marketing, [About.com](http://About.com), April 6, 2015**

Is your nonprofit website mobile-friendly?

If you don't know, or don't think so, you had better find out by April 21st!

Google, the #1 search engine in the world, is rolling out a new algorithm – a new way they will scan the web and display search results to its users, based on how the site can be navigated on a mobile device. This is in response to their own research that has found over 50% of all Google searches occur on smartphones, tablets or other mobile devices.

[Read more:](#)

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## **Five Ways to Avoid Legal Problems With Volunteers**

**By Joanne Fritz, Nonprofit Charitable Orgs Expert, [nonprofit.about.com](http://nonprofit.about.com), May 2015**

Volunteers are great and even essential to your charity. But, if things go wrong with a volunteer, it can spell bad news for your organization.

For instance, what if a volunteer has an accident while serving with you? What if the volunteer breaks the law or hurts someone else? Your organization could be liable.

Here are five ways to make it less likely that you'll run into problems with your volunteers. Some of these may seem onerous, but take the time to do them right and protect both your organization and your volunteers.

[See the 5:](#)

## **“Why don’t THEY communicate better?” is Just More Blame**

**Posted by John G. Miller, Author QBQ, May 2015**



I bet the maker of this Rice Lake, Minnesota sign was not really saying, “Enjoy your visit to our Port-a-John in the woods!”

But that’s what the sign said to me when I read it.

That doesn’t make me dumb. Nor does it make the sign’s author stupid.

We simply were not communicating.

Communication—it’s a problem ... everywhere.

This scene has played out many times in my 29 years of training:

When I ask, “What’s the biggest problem facing your organization today?” the answer usually is ... communication! Yet the problem is often framed as an Incorrect Question (IQ/QBQ! tutorial) such as, “Why don’t they communicate better?”

[Read more:](#)

The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Club Development News is to make coaches aware of potential resources available.

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