



KEY MESSAGES



FUN

- 99% of parents said that fun was the No. 1 reason their kids stay in swimming
- Use fun as a tool to not only keep existing members, but to attract new members
- Show the fun through photos and videos





TEAM



- Only 16% of non-swimming parents view swimming as a team sport
- Parents of swimmers associate the sport with teamwork **more than any other sport**
- Use “team” language in communications to show that swimming is more than just an individual sport
- Show photos of the team aspect, not just individual athletes



SAFETY

- Swimming is extremely low risk for injury since it is not a contact sport
- Formal swim lessons can reduce the likelihood of childhood drowning by 88%
- Important to convey this message to potential swimmers so they understand they're learning a life-saving skill





SPORT FOR LIFE



- Swimming builds self-confidence, self-esteem, teaches time management, goal-setting and social development
- Burn 650 calories in an hour – more than walking, biking or team sports
- Swimming is a sport that can be practiced for life



TAKEAWAYS



- ✓ Swimming is fun! No. 1 reason kids stay in the sport
- ✓ Swimming is both an individual and team sport! Parents associate swimming with teamwork more than any other sport
- ✓ Swimming is low impact and non-contact.
- ✓ Swimming is a life-saving skill that can be practiced for life!