

Starting a New Club

Are you considering starting a swim club in Wyoming? There are a few things to think about and a few people you can consult to give you guidance in this process.

Club Development Liaison:

Can help you with ideas regarding club structure, athlete and volunteer management, meet management software, coach education opportunities, and navigating USA Swimming and Wyoming Swimming websites.

Administrative Vice Chair:

Can help you with the history of Wyoming Swimming, the WSI Handbook, USA Swimming Rules, and other information and events from Wyoming Swimming, Inc.

Registration Chair:

Once your application and supporting documents are complete, you will submit them to the Registration Chair who will send them to USA Swimming. This person also assists with athlete, coach, non-athlete, and team registrations.

How to contact

Link: www.wyomingswimming.org Click on Directories, then on WSI Directory

There are a few more people you will need assistance from, too. Because laws and procedures can change frequently, it is highly recommended that you consult a **lawyer** and an **accountant** to make sure all required paperwork to establish your new club is appropriate and complete.

Questions to Consider:

There are many questions to ask as you move toward establishing a new swim team organization. In the "Learn More" link below there is a list of thought provoking questions for discussion. Think about and discuss each question with your supporters or founders. If you frequently answer "NO" or "NOT SURE," you may need to do further research or self-evaluation. Positive answers to these questions may be a good indicator of the potential success of your team.

1. Will this club satisfy an unfilled need in my community?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
2. Is the demand for swimming more than the supply in my area?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
3. Are there sufficient interest, population, and talent in this community to support a new swim team?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
4. Will increased competition be good for swimming in this area?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
5. Will our competitors positively receive a new club?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
6. Do we know who our members will be?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
7. Will a new program generate new participants in swimming?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
8. Do we have a reservoir of community or support loyalty?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure

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9. Do we have a past track record or image of success?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
10. Do we have a good, stable facility to use on a consistent basis?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
11. Can we deliver better service than our competitors?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
12. Do we have the level of technical skills needed?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
13. Do we have the necessary organizational skills and experience?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
14. Do we have the necessary communication skills and means?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
15. Have we determined the organizational structure for the new program?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
16. Have we developed a sound business plan and first-year budget?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
17. Will we have a sufficient volunteer base?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
18. Do we have the ability to raise funds?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
19. Do we have a support network of legal and financial advisors?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
20. Can we be competitive based on quality, price and location?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
21. Have we established the purpose, values, and philosophy of the new club?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
22. Do we have a long term plan and vision for this club?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure
23. Are our motives purely positive and constructive?	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Not sure

Types of Clubs:

Clubs are the backbone of USA Swimming and they typically fall into one of the following categories:

- The Parent Governed Club
- The Coach Owned Club
- The Institution Owned Club

Each type has advantages and disadvantages. Use this section of the website to gain knowledge about the different club types and become familiar with the resources that are available to help your club.

For additional information on any topic in this section, contact your [Sport Development Consultant](#) and/or plan to attend a [Club Leadership and Business Management School](#) course when it is offered in your area.

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Type of Club	Advantages	Disadvantages
<p>Parent-Governed Club</p> <p>The most common organizational model for swim teams in the United States is the parent-owned, non-profit or not for profit corporation. This legal structure allows a team to maintain tax-exempt status. Swim teams organized as non-profit corporations must be governed by a board of directors. In most cases, this board consists of swim team parents, although other interested and willing volunteers could also serve on the board. Typically, the head coach serves as the chief executive with prime responsibility for managing day-to-day “dry-side” operations and total responsibility for developing and leading the swimming or “wet-side” of the program. In some small team situations, volunteer officers may manage the day-to-day business of the organization.</p> <p>To get started, visit: Parent Governed Clubs</p> <p>Information and criteria for the Club Recognition Program: Club Recognition Program for Parent Governed Clubs</p>	<ul style="list-style-type: none"> • Tax-exempt status. If recognized as 501(c) (3), contributions to organization are tax deductible. • Limited legal and financial liability for directors and staff. • Organization structure and purpose tend to promote altruistic aura that can facilitate financial and volunteer support. 	<ul style="list-style-type: none"> • Turnover of leadership often leads to lack of continuity in organizational vision and purpose. • Parent directors often do not understand the role of a Board and tend to micromanage the staff and organization. • Young and/or inexperienced head coaches sometimes struggle with successfully fulfilling the CEO responsibilities. • Tend to be somewhat reliant on fundraising revenue to meet resource needs. • Subject to more government regulation than proprietorships or partnerships. • Property and assets transferred to corporation must stay there; if corporation ends, assets must go to another nonprofit.
<p>Coach-Owned Club</p> <p>Many successful competitive swimming programs in the United States are coach or privately owned. These teams are legally structured one of several ways. Traditionally there have been numerous sole proprietor and partnership arrangements. Increasingly, the limited liability corporations (LLC) is a popular choice. An LLC combines selected corporate and partnership characteristics while still maintaining status as a legal entity distinct from its owners.</p> <p>To get started, visit: Coach-Owned Clubs</p> <p>Information and criteria for the Club Recognition Program Club Recognition Program for Coach Owned Clubs</p>	<ul style="list-style-type: none"> • Continuity and consistency of vision & purpose. • Organization, program, and leadership stability. • Owner(s) enjoys typical advantages of self-employment. • Owner(s) has potential for greater compensation and ability to build equity over long-term. • Sole proprietorship and partnership relatively simple and inexpensive to create. • Additional challenges beyond coaching. • Involvement in every aspect of the program and business. 	<ul style="list-style-type: none"> • Greater financial risk for coach-owner. • Start-up costs and challenges of any small business. • Revenues are taxable. • Owner and partners personally liable for business debts. • More limited financial resources. • Sometimes more difficult for privately owned teams to foster volunteer support. • Involvement in every aspect of the program and business.

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Type of Club	Advantages	Disadvantages
<p>Institution-Owned Club</p> <p>There are many places in the United States where the swim team is one of the programs offered by the owner or operator of a swimming facility. These entities typically include universities or colleges, YMCAs or YWCAs, Boys and Girls Clubs, park and recreation departments, and private schools or school districts. In most cases, revenue, in the form of team dues or program fees, is collected by the institution. Team coaches are employees of the entity that owns/operates the pool. Institution owned swim teams are often assisted by booster clubs or volunteer parent organizations who provide volunteer assistance and additional financial support for the team.</p> <p>To get started, visit: Institution-Owned Clubs</p> <p>Information and criteria for the Club Recognition Program Club Recognition Program for Institution Owned Clubs</p>	<ul style="list-style-type: none"> • In start-up situations, less financial risk incurred by swim team and its organizers. • Due to affiliation with pool owner, usually (but not always) low-cost access to pool facility. • Coaches are employees of school or YMCA and, as such, enjoy employee benefits such as health insurance and retirement plans. • Booster club can be a 501(c)(3) for club fundraising purposes. 	<ul style="list-style-type: none"> • Vision and philosophy of program often dictated by pool owner/operator, not by swim team leaders (in some cases this can be an advantage). • Program fees and revenue usually flow to the pool owner/operator leaving the team with more limited financial resources. • Swim team often is not the primary user or program in the facility and has limited control over scheduling pool time. (Often a problem when organizations of any type rent or lease pool space. • Owner/operators may not permit separate funding groups (i.e. booster club). All monies must go through owner/operator.

Pre-employment Screening: Required as of August 30, 2011

<http://www.usaswimming.org/DesktopDefault.aspx?TabId=2162&Alias=Rainbow&Lang=en>

Prospective Club Membership Information:

<http://www.usaswimming.org/DesktopDefault.aspx?TabId=1894&Alias=Rainbow&Lang=en-US>

Section 1: Club Membership Information and Requirements

[1 Requirements & Instructions for Applying for Club Membership](#) 

[2 So You Want to Start A New Swim Club - Key Questions](#) 

[3 Requirement Checklist for First Year Club Membership \(Required for Application\)](#) 

[4 Facility Use Confirmation Form \(Required for Application\)](#) 

[5 Demographic Questions for New Clubs \(Required for Application\)](#) 

*The Club Development Liaison and/or the Safety Chair from WSI can help you find local instructors or provide First Aid, CPR, and Coach Safety courses that will be accepted by USA Swimming.

Section 2: Coach Requirements

[1 Head Coach Education and/or Experience Requirements](#) 

[2 Coach Safety Requirements](#) 

[3 New Coach Information](#) 

Section 3: Club Mission, Organization, and Administration

[1 Swim Club Organizational Models](#) 

[2 How to Develop A Mission Statement](#) 

[3 Club Leadership & Business Management School](#) 

Section 4: Financial and Legal Planning

[1 Sample Club Budget](#) 

[2 FAQs - Club Financial Area](#) 

[3 Insurance Summary](#) 

[4 Racing Start Certification](#) 

[5 Important Legal Issues for Swimming Clubs](#) 

Section 5: Safety Action Planning

[1 Safety Action Plan Information](#) 

[2 Safety Action Plan Examples](#) 

Section 6: Useful Information and Resources

[1 What is USA Swimming?](#) 

[2 Sport Development Consultants](#) 

[3 LSC Registration Chairs](#) 

OTHER RESOURCES:

[Wyoming Swimming, Inc.](#)

[Wyoming Secretary of State](#)

[Internal Revenue Service - Charities and Nonprofits](#)

www.wyomingswimming.org

[Internal Revenue Service - Businesses](#)

[Board Source - Resources for Nonprofits](#)

[American Swimming Coaches Association](#)