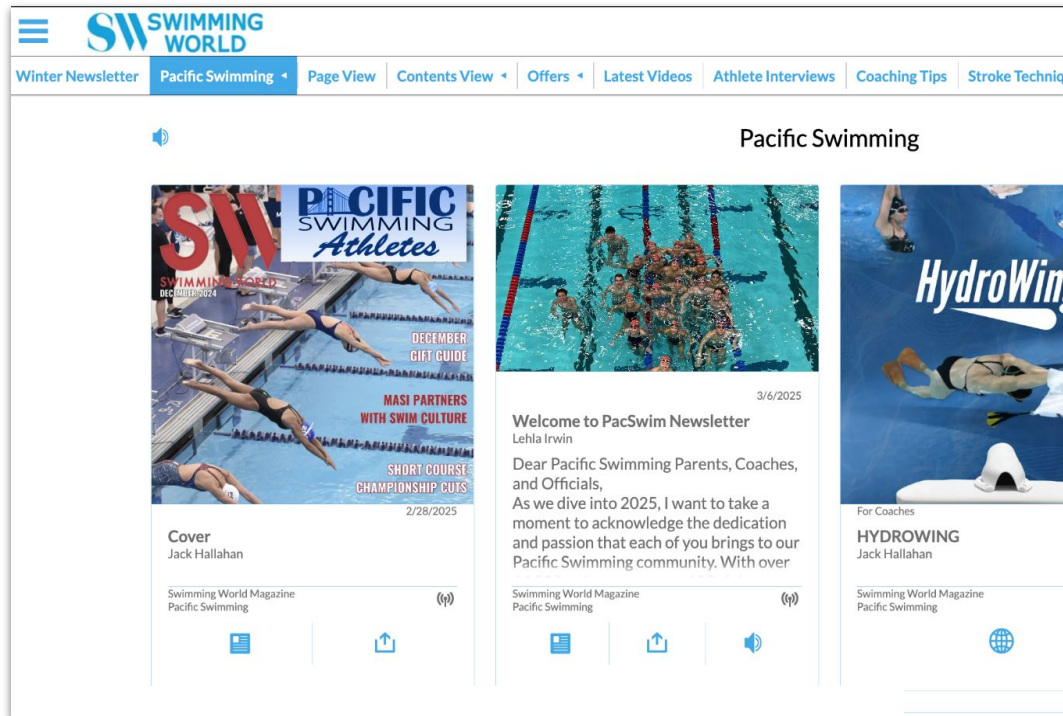


The Pacific Swimming Newsletter

A Community-Focused Initiative

- **Enhancing Community Engagement:** Connect clubs and members across the Pacific Swimming region with valuable information and updates
- **Supporting PACSWIM Clubs:** Highlight stories, achievements, and opportunities within the local swimming community
- **Fostering Financial Support:** Through a donation partnership with *Swimming World*, clubs benefit from fundraising initiative tied to subscriptions
- **Spotlight USA Swimming:** Key events, time standards, interviews, and tips for coaches, parents, officials, and athletes from across the USA in collaboration with *Swimming World*



Membership Has its Privileges

Connecting Clubs Through Communication

- **Free Newsletter for Members:** Delivered as part of a premium *Swimming World* subscription, providing quality content to the Pacific Swimming Swim Clubs
- **Focused Content:** “Coaches Corner” “For Parents” “For Swimmers” “USA Swimming News” to inspire and connect our community
- **Spotlighting Standout Performers:** *Swimming World* Partner Hasty Awards to honor Clubs and Swimmers with each newsletter
- **Fundraising Opportunity:** Clubs earn \$10 per subscription sold, fostering self-sustainability and engagement. Helps offset newsletter costs.

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[Getting to Know our Staff](#)

[Middle Atlantic Swimming in the Community](#)

[Making the Call - information for Officials](#)

[USA Swimming News](#)

[Coaches Corner](#)

[Special Sets for Sprinters](#)

[3 Ways to Make a Swim Meet Fun](#)

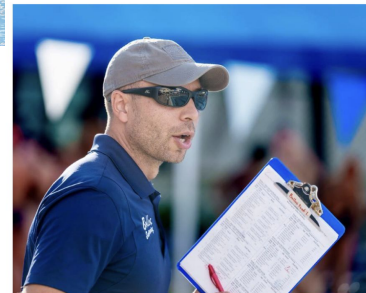
[Tech Suit Innovations](#)

[For Parents](#)

[December Gift Guide](#)

[Travel Tips and Tricks](#)

[How Coaches are Counseling Recruits](#)



Watch. Listen. Read. Share.

A Newsletter Unrivaled in Content Delivery for Coaches, Parents, Officials, and Swimmers

- **Watch** Latest Videos from Olympic Coaches, World Record Interviews, Tech Tips, and more
- **Listen** No time to read? Cue up any Newsletter story and listen on your commute, before practice, or at meets
- **Read** Type too small? Switch from A to A font or download a PDF and print out your favorite story
- **Share** Let everyone know the latest news from PACSWIM! Easily Share to email, text, or social media

The image shows two overlapping screenshots of the Swimming World website. The top screenshot displays the 'Latest Videos' section with four video thumbnails. The bottom screenshot shows a featured article titled 'How to Prep for a Travel Meet' by Diana Fetterman, which includes a photo of swimmer Jack Alexy and a quote about his preparation routine.

Latest Videos

- ASCA Dave Dorden
- ASCA Greg Meehan
- ASCA Eddie Reese
- eastern states panel presents grass roots to 2020 la games

For Parents

How to Prep for a Travel Meet

Diana Fetterman

Success in swimming is sculpted long before the starting signal. For Jack Alexy, a standout at the University of California, Berkeley, meticulous preparation is a cornerstone of his performance. As the Golden Bears prepare for the NCAA Championships, Alexy's routines and leadership are pivotal.

CREATING A HOME AWAY FROM HOME

For Alexy, race preparation starts long before warm-ups: It begins in the hotel room. He follows the same routine every time he travels for a meet:

"I think every meet that I go to when we're traveling, when I get to the hotel, the first thing I try to do is unpack my entire bag and treat it like my own home, my own room—you know...just get as comfortable as I can."

Organization is key to staying mentally sharp:

Build. Measure. Monetize.

A simple solution for newsletter creative production, audience measurement, and brand sponsorship

- **Build** intuitive content creation: drag & drop articles or breaking news. *Swimming World* does the rest
- **Measure** Which stories are popular? Re-organize layout to feature the best articles for more views and longer time spent reading
- **Monetize** Speedo. TYR. Arena. Sponsors will line up to participate in our Newsletter

Configure Your Article

1 Configure your article attributes below.

Title
3 Ways to Make Swim Meets Fun!

Author
S

Section
For Parents

Modified
01/21/2025 08:43 PM

☒ Set modified automatically

ADVANCED

2 Create your article and edit content.

Media Settings

Upload images to include in your content by using the drag and drop area below. You can also enable certain media features like image carousel, virtual reality, and header background.

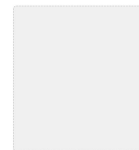
Carousel

Add Custom Audio Narration

UPLOAD

Hero-Style Header

Accepted image file formats include GIF, PNG, and JPEG. By default, the first image uploaded will be the preview image for the article. This selection can be modified if more than one image is uploaded.



Body Setup and Preview

Active Users

Active Users By Date

Active Users By Publication...

Application Sessions By Date...

Application Sessions By Publ...

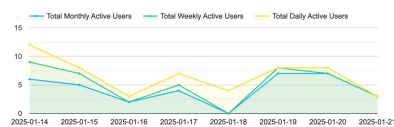
Application Sessions By Dev...

Seconds Spent By Date...

Seconds Spent By Publication...

Seconds Spent By Device Type...

Active Users By Date



Date	Total Monthly Active Users	Total Weekly Active Users	Total Daily Active Users
2025-01-21	3	3	3
2025-01-20	7	7	8
2025-01-19	7	8	8
2025-01-18	0	0	4
2025-01-17	4	5	7
2025-01-16	2	2	3
2025-01-15	5	7	8
2025-01-14	6	9	12
Total	34	41	53

1 to 8 of 8 rows

Latest Videos Athlete Interviews Coaching Tips Stroke Technique SwimmingWorldMag

For Swimmers

Speedo Swim Suits

Speedo



Financial Model of The Pacific Swimming Newsletter

A Sustainable Approach



Cost of Production

Estimated at \$5,000 for minimum 4 Newsletters



Fundraising Success

Swimming World's Subscription Donation Program: a Swim Club raised \$1,500 to purchase new equipment



Collaborative Solutions

Involving Brands and other LSCs will lower production costs



30% of Proceeds to Cal Swimming / Diving

Subscribe to 1 Year Full Subscription- Swimming World

\$39.95 per year

Your go-to Digital Magazine, Website and App for swimmers, parents, and coaches! In-depth coverage of USA Swimming events, high school commits, profiles of up and coming swimmers, National and World Record data, and more—all in one place.

ONE YEAR SUBSCRIPTION

Subscribe to 1 Year Full Subscription- Swimming World

Payment method

☐ Card ☒ Amazon pay ☐ PayPal

Or pay another way

Email

Payment method

☐ Card ☒ Cash App Pay ☐ Bank

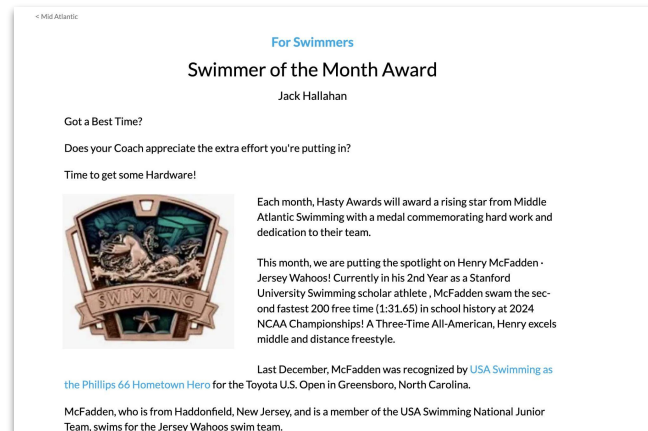
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Save my info for 1-click checkout with Link

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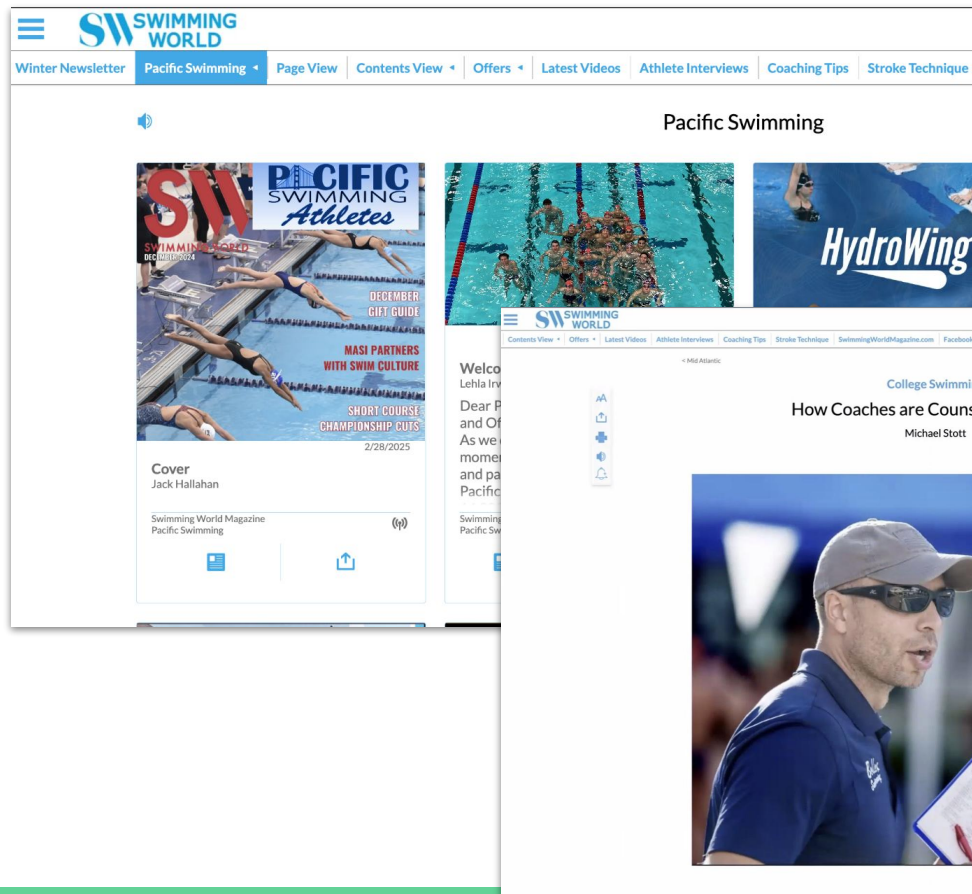
Subscribe



Win-Win Benefits

Demonstrating Value for Pacific Swimming Clubs

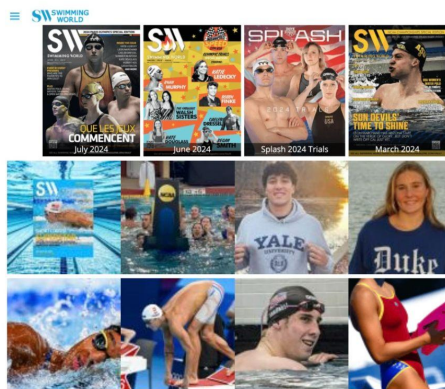
- **Enhanced Resources:** PACSWIM benefits by offering premium content to your members. Clubs gain invaluable news, updates, and community recognition for coaches, officials, and swimmers
- **Increased Engagement:** Fosters stronger ties within the swimming community by sharing stories and events. Reflects strongly on PACSWIM Board for their efforts to bring value to member Clubs
- **Revenue for LSC & Clubs:** Clubs earn from new fundraising methods, creating sustainable financial support for coaches salaries, new equipment, or offset travel expenses. LSC's gain Sponsorships



Challenges and Solutions

Overcoming Barriers to Success

- **Financial Model:** Partial funding is essential to producing newsletters. Swimming World will help contribute via Subscription Drives that can offset majority of costs
- **Collaborative Solutions:** Involving other LSCs can reduce financial burdens and increase engagement.



Swimming World Club Fundraiser Subscription

\$10 Club Donation

Your go-to Digital Magazine, Website and App for swimmers, parents, and coaches.

Now including USA Swimming *SPLASH* Magazine!

In depth coverage of USA Swimming events, high school commits, profiles of up and coming swimmers, National and World Record data, and more—all in one place.

Our team of award-winning reporters and photographers will bring to your fingertips the mind, body, and spirit of swimming.

PLUS Swimming World is donating \$10 to your Swim Club!

EXCLUSIVE: download our new App for **FREE**
(App Download from your order confirmation)

Never miss a start, turn, or finish with the world's best aquatics App in the palm of your hand!
Swimming World: The Official Publishing Partner for USA Swimming.

Contact subscriptions@swimmingworld.com if you have any questions or issues.

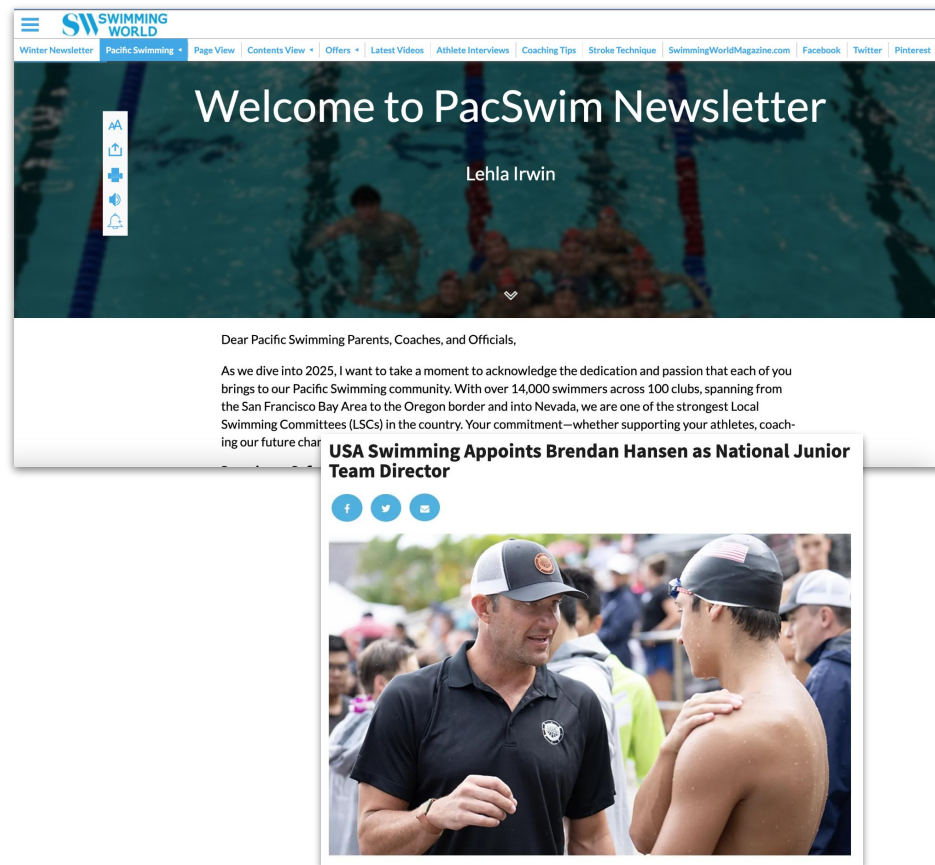
1 [Order Now](#)

Future Goals and Expansion

Broadening the Newsletter's Impact

- **Involving More LSCs:** Collaborate with other committees to spread costs and boost participation
- **Showcasing Regional Achievements:** Feature success stories from clubs across regions to foster unity. Providing *Swimming World* Fundraising Drives at meets and events across the community

Increasing Subscription Rates: Target broader audiences to ensure sustainability and higher revenues for Clubs



A Dynamic Newsletter for Today and Tomorrow

Investing in the Future of Pacific Swimming



Reinforcing Community Bonds

The newsletter brings our swimming community closer through shared stories and feature opportunities



Sustainable Financial Growth

The innovative fundraising model ensures long-term viability for clubs



Call to Action

Support the proposal to secure the future of this impactful initiative

