

# MASTERS SWIMMING CANADA



**FUN, FITNESS, FRIENDSHIP & PARTICIPATION**

## STEP-BY-STEP GUIDE

FOR

**“MAKE A MILLION” CHALLENGE**



**This guide is for the Club Representative.**

## **2006 MASTERS SWIMMING CANADA**

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### **SWIM For “MAKE A MILLION” CHALLENGE**

**Dear Club Representative/Coach:**

**Lead your Club’s participation in the 2006 Masters Swimming Canada (MSC) Swim for Make A Million Challenge! Your Club will compete against other Clubs for awards based on participation. Participating in the 2006 MSC Swim for “Make A Million” is a great way to build pride, morale and camaraderie among your swimmers.**

**Your Club’s participation will raise awareness at the local level of the benefits of adult swimming for health, fitness, participation and fun.**

**As a leader in your Club, your job is to coordinate and promote the Swim for “Make A Million” Challenge! This manual will help you prepare for the challenge step-by-step. Thank you for helping Masters Swimming Canada make a difference by raising awareness within your community of the benefits of aquatic fitness for adults! We couldn’t do it without you!**

*“Fun, Friendship, Fitness, Participation”*

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**GOAL: Increased awareness at the local level of the benefits of adult swimming for health, fitness, participation and fun.**

***“SOMETHING FOR EVERYBODY”***

**BENEFITS:**

**Swim Club**

- Interclub competition
- Growth of membership (new members must register with Masters Swimming Ontario and Canada to participate in the Million Metre Challenge!)
- No cost to implement program
- New and interesting fitness program
- Complementary to existing Club program
- Improved membership attendance and participation
- Supports fitness swimming
- Fitness program not necessarily competitive
- Enables Club to easily increase awareness at the local level of the benefits of adult swimming for health, fitness, participation and fun

**Club Representative/Coach**

- Provides opportunity for increased participation and volunteer recognition
- Encourages contact with other Clubs and Representatives
- Self-administered; easy to run
- Offers access to additional knowledge links through MSC and MSO
- Provides opportunities to learn about other swimmers and Clubs
- Improved membership attendance and participation
- Supports fitness swimming
- Fitness program not necessarily competitive
- Enables Club Representative to easily increase awareness at the local level of the benefits of adult swimming for health, fitness, participation and fun

**Swimmer**

- No additional costs for registered swimmers to participate
- Offers swimmer-to-swimmer “*competition*” in a FUN way
- Easy to use/log
- Offers access to additional knowledge links through MSO and MSC
- Challenging and rewarding fitness accomplishment
- Offers opportunities to learn about other swimmers and Clubs
- Fun – encourages camaraderie and builds morale
- Awards/prizes

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## Let's Get Started!

### **Step 1: Set Your Club Challenge Participation and Goals**

The Masters Swimming Canada swim for "Make A Million" is dependent upon the participation of your swimmers.

#### Set a challenge goal for your Club

We encourage each Club to invite everyone to join in and collaborate in their participation efforts. Pre-register online at [www.mymisc.ca](http://www.mymisc.ca) and track individual and club swim totals!

### **Step 2: Promote Masters Swimming Canada and the "Million Metre Challenge!" in your Club**

Start your promotion efforts now!

Utilize [www.mymisc.ca](http://www.mymisc.ca), your online resource, for updated information about the 2006 Masters Swimming Canada Swim for "Make A Million".

Click on the tab for a downloadable press release, fact sheet and logo to help you in your promotion efforts. Please note that downloadable samples need to be customized for your Club as indicated in *italics*. Simply download the sample and insert your Club's information.

#### More Swim Promotion Ideas

- Wear your 2006 MSC Swim for "Make A Million" t-shirt.
- Submit an article about your Club's participation to a local newspaper, in your Club's newsletter, and on your website.
- Word of mouth is the ultimate promotional tool! Ask your fellow swimmers to tell at least 1/2/5 people every day/week about the event.
- Distribute brochures around your Town.
- Encourage all participants to set personal milestone goals.
- Place posters throughout local facilities.
- Create a "Wall of Honor" in your display cabinet acknowledging participants' successes.

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Promote Master Swimming Canada and its Services in your Club

- Masters Swimming is an adult program designed to encourage fitness through swimming
- Structured training sessions are offered, most often through the auspices of a Masters Swim Club
- Masters Swimming provides opportunities to increase physical fitness, improve stroke techniques, receive regular coaching, and participate in social activities
- The level of participation in any aspect of Masters Swimming is entirely up to the swimmer, be it lap swimming, international competition, or any level in between
- Masters Swimming Canada exists for the purpose of fostering Masters Swimming in Canada (MSC)
- MSC is administered by a Board of Directors appointed from each province and an executive chosen from this board
- Masters Swimming Canada has over 9,300 swimmers ranging from 18 to over 90 years of age
- There are over 260 registered Masters Swimming Clubs in Canada
- To locate a Masters Swim Club contact the provincial Masters Swimming association or Masters Swimming Canada

Additional information is available at [www.mymisc.ca](http://www.mymisc.ca)

### **Step 3: Take the Plunge! Swim for “Make A Million”**

All this preparation is going to pay off!

Once your Club is registered your Club and you, as Club Representative, will be acknowledged on the Masters Swimming Canada website.

Milestone Recognition/Awards

- You won't need to do anything except be ready to receive and distribute the milestone achievement awards. Milestones will be tallied automatically on the last day of each month by Masters Swimming Canada and awards will be sent to the Club Representative within the first two weeks of the following month.
- Milestone achievements will be recognized by Masters Swimming Canada on the Million Metre Challenge! website at: [www.mymisc.ca](http://www.mymisc.ca)

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**“Make A Million” checklist:**

- Confirm that all participants are registered with Masters Swimming Ontario and Masters Swimming Canada and signed up on the website: [www.mymisc.ca](http://www.mymisc.ca)
- Take pictures of your swimmers and coaches and submit them to Masters Swimming Canada for posting on their website, post on your website, publish in local newspaper, newsletter or bulletin board
- Get excited!! Enthusiasm is sure to make the experience an enjoyable one for all!

**Contact Information**

Masters Swimming Canada is here to help you every step of the way!

For additional questions or concerns please contact us at [www.mymisc.ca](http://www.mymisc.ca)

General Event Questions: Mr. Norm McKee [www.norm.msc@sympaticom.ca](mailto:www.norm.msc@sympaticom.ca)  
Swim Club Promotion Questions: Mr. Jim Talbot [jtalbot@aci.on.ca](mailto:jtalbot@aci.on.ca)  
Administration & Awards Questions: Ms. Beth Whittall [bethmisc@rogers.com](mailto:bethmisc@rogers.com)  
Webmaster Questions: Mr. Lindsay Patten [lindsay@atlanticmasters.org](mailto:lindsay@atlanticmasters.org)

**Masters Swimming Canada can't thank you enough  
for your support!**