

# SWIM MANITOBA

## **Advancement Committee Report**

Andrea Tétrault, Chair

SNM AGM // June 15, 2022

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The Advancement Committee has oversight regarding all marketing, fund-raising, communication, promotional, branding, and advocacy matters. The Advancement Committee's primary task is to look for new opportunities to ensure SNM programming remains financially viable.

Following is a report of the Advancement Committee's key activities for 2020/21.

### **Awareness Campaign**

To help counteract the negative effects (and lingering after-effects) of the COVID-19 pandemic, at the recommendation of the Advancement Committee, in 2021 the board approved the funding to undertake an awareness marketing campaign, which launch in late summer 2021.

#### *Campaign Goals:*

- promote organized swimming in general (from beginner to elite level)
- increase registration and participation (this includes both new and past swimmers)
- increase awareness of SNM, its role and scope
- support the clubs through parallel promotion of competitive swimming

The first leg of the campaign ran from August 24 to November 29, 2021. A summer Swim recruitment campaign launched the week of May 23, 2022.

#### *Campaign Highlights:*

- The campaign ran on the Google Display Network, Google Search, and Meta for Business Ad network and directed users who interacted with ads to the [letgoswimming.ca](http://letgoswimming.ca) landing page.
- Campaign tactics included targeting considerations, creative assets and messaging for various key demographics including:
  - Swim Manitoba's new and existing Facebook Audience
  - Parents of children aged 6 to 17
  - Youth aged 13 -17
- Campaign messaging included:
  - For the Challenge
  - Swimming for the Fun
  - Swimming without limits
- When compared to previous 88 days, the campaign contributed to a 69% increase in users, an 81.9% increase in sessions, and an 86.9% increase in pageviews on the [swimmanitoba.mb.ca](http://swimmanitoba.mb.ca) website.
- The campaign generated 60 signups on the campaign landing page and accounted for an additional 2100 sessions and 4800 pageviews on the [swimmantioaba.ca](http://swimmantioaba.ca) website.
- In the 88 days following the completion of the campaign, the [swimmantiba.mb.ca](http://swimmantiba.mb.ca) website experienced a 46.9% decrease in users, 39.1% decrease in sessions, and a 38.9% decrease in pageviews.

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## *Summary*

The campaign was successful in terms of raising awareness for the Swim Manitoba brand with its intended audience, increasing requests for information on available programs, and directing high intent users to the [swimmanitoba.mb.ca](http://swimmanitoba.mb.ca) website.

## **2021/22 Scholarship**

In 2021 the eligibility criteria for the SNM student scholarship was expanded to include full time students from any post secondary institution in the province of Manitoba. In addition, the five existing available scholarships were increased from \$1200 to \$1500. A new \$1,500 Para Post-Secondary Returning Scholarship was also added. In addition, applicants can now apply if they meet the current ManSask time standard in at least one event. Previous requirement was the U Sport time standard.

Unlike previous years, we were able to distribute **all** allocated scholarship funds for the 2021-22 season – an indication that the recent changes to the program have had a positive affect.