



What is Make a Splash?

Make a Splash is a national child-focused water safety initiative created by the USA Swimming Foundation to save lives.

Launched in 2007, *Make a Splash* works by aligning the nation's top learn-to-swim resources in an effort to save lives. *Make a Splash* educates parents through a national awareness campaign, saves lives by joining forces with grassroots learn-to-swim programs and reaches thousands of children through wide-reaching in-school materials.

Make a Splash Local Partner Program

The Opportunity

Since the launch of the *Make a Splash* initiative, many organizations have reached out to USA Swimming to find out how to participate in *Make a Splash*. One of the guiding principles of *Make a Splash* is to spread the word and mission of the USA Swimming Foundation to EVERY community. In order to reach the widest audience possible, *Make a Splash* partners with USA Swimming member clubs and non-member organizations through the Local Partner program.

The Plan

Develop a nationwide network of community organizations and programs to join the USA Swimming Foundation in activating the *Make a Splash* initiative. These "Local Partners" will make up the network of providers that deliver *Make a Splash* programs.

Who Can Be a Local Partner?

The *Make a Splash* Local Partner program is geared toward small and large community programs across the U.S. We envision participation by the following groups with a variety of curricula and more:

- USA Swimming member clubs
- YMCAs
- Learn-to-Swim Programs
- Boys & Girls Clubs
- Parks & Recreation Departments
- Summer League Programs
- School Districts
- You!
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Local Partner Benefits

Why Should My Local Program Make a Splash?

The Local Partner program provides the opportunity to make a difference in your community using the power of *Make a Splash*. The *Make a Splash* campaign will help you locally to:

- Expand awareness about the importance of water safety and the need to learn to swim
- Make your learn-to-swim program services become more visible in your community.

The specific benefits of partnering with the USA Swimming Foundation are numerous. We share the common goal of saving lives and getting kids more fit. Your program can take advantage of these great Local Partner benefits:

- Utilize the *Make a Splash* name and branding in your community to help drive awareness for your learn-to-swim and aquatic programs
- Participate in an on-going, national marketing and public relations campaign along with the USA Swimming Foundation and its corporate and aquatic partners.
- Receive a FREE promotional kit of materials to use in your community to include:
 - CD/DVD set that includes flyer templates, posters, water safety day ideas, images, press release templates, logo artwork and logo usage guidelines, professionally produced radio and TV PSAs
 - 20 *Make a Splash* promotional cards with logo pins
 - 20 laminated Water Watcher cards and wristbands
 - 100 *Make a Splash* tattoos and stickers
 - *Make a Splash* Banner to hang in your facility
 - Opportunity to purchase additional *Make a Splash* materials at cost
- Access to a national learn-to-swim general liability insurance program with attractive rates
- Enhanced ability to raise funds in your community to help provide “scholarships” to children from economically-disadvantaged populations
- Potential to apply for future grant dollars and/or scholarship support

Local Partner FAQ

What is the Local Partner Program?

A partnership with the USA Swimming Foundation providing a way to activate the *Make a Splash* initiative in your community.

Can I use the *Make a Splash* name in my community?

Yes, but only by participating in the Local Partner program or having a *Make a Splash* for Water Safety event.

Are USA Swimming clubs the only organizations eligible to participate in the Local Partner program? The Local Partner program is open to all learn-to-swim

providers and organizations in the United States as long as the program meets the Local Partner program guidelines.

Is *Make a Splash* affiliated with a particular learn-to-swim provider?

Make a Splash recognizes and supports all national learn-to-swim organizations. If a provider utilizes an independently-developed learn-to-swim curriculum, the program will be reviewed by the USA Swimming Foundation.

Can I solicit local sponsor support for my program?

Yes. Local Partners can solicit local businesses and foundations for contributions to support the Sponsor a Swim Lesson program.

Can I solicit individual donor support for my program?

Yes. Local Partners can solicit individual donations to support the Sponsor a Swim Lesson program.

Can my learn-to-swim program receive funding directly from the USA Swimming Foundation?

At this time, the USA Swimming Foundation is not directly funding individual programs. However, by participating in the Local Partner phase of the initiative, your program will be eligible to apply for any future funding or scholarship grants when they become available.

What are some ideas to activate the Local Partner program in my area?

The ideas are limitless, but here are a few thought starters:

1. Contact local agencies that specialize in outreach programs, such as the Boys & Girls Clubs, Scouts, Big Brothers Big Sisters, etc., and invite them to utilize your discounted lesson program
2. Contact nearby elementary schools to negotiate a partnership to offer discounted programs for third-graders for learn to swim classes
3. Many EMT, Fire and Police departments already have educational programs in place promoting water safety. Contact EMT, Fire and Police training entities and ask them to be ambassadors for *Make a Splash* during community events and school visits
4. Utilize the *Make a Splash* public service announcements in local media
5. Utilize the USA Swimming Swim-a-Thon program to dedicate funds to this cause