



FROM: Art Gramer
Arizona Swimming Officials Chair

To: Arizona Swim Club Contact

Re: Club Officials Recruitment Help

You are not alone. There are many Swim Clubs in Arizona that do not have their quota of meet officials. The difference is that you have decided to do something about it, by looking for help. AZSi's new Officials' Recruitment Program has been developed to assist you and your club. It is an attempt to focus on this situation, and to act as a surrogate staff member might work on your shortage of officials.

The program consists of four steps that you should take to increase your club's number of officials. They are:

1. Identify and appoint a swimmer parent to act as the Club's Officials Recruiter.
2. Identify your roadblocks, and develop a plan to overcome them.
3. Select and start one of the attached recruitment programs, NOW.
4. Track your progress on the Report Form, while we provide a continuing stream of ideas.

So, attached with this letter are several pieces to start the ball rolling. First, a short list of CHARACTER TRAITS that will help you select an excellent recruiter. Next, a list of more-than-30 RECRUITMENT IDEAS that other clubs have used to get more officials. Certainly, one of these could work for your club...if you just had some help to do it. So, we have also READY-TO-PRINT PAMPHLET ARTWORK for you to print and distribute your own recruiting pamphlets to parents, timers, spectators and others. Finally there is an Officials Tracking Report to measure how you are doing.

But we are not stopping there, because Arizona's swimming success is linked to your success. So, please call me, or have your recruiter call, so we can marshal counsel and in-club help. We want to do whatever we can to help you succeed.

When you have considered who your recruiter might be, you are ready to get the ball rolling. Good luck.

See You on Deck,

Art Gramer, Officials Chair
Arizona Swimming, Inc.