

USA Swimming Safe Sport - Keeping Athletes First Incentive

USA Swimming is excited to inform you of new incentives approved by the Keeping Athletes First Working Group as a part of the Keeping Athletes First Action Plan.

To continue the upward trend of USA Swimming member clubs achieving Safe Sport Club Recognition, the following incentives are effective as of April 1, 2021:

1. Upon achieving Safe Sport Club Recognition, USA Swimming will send member clubs a USA Swimming Safe Sport branded [pop-up changing tent](#).
2. Local Swimming Committees (LSCs) with the following percentages of member clubs within its geographic territory achieving Safe Sport Club Recognition within the stated timeframes will receive the cash and Match-Up Promotions detailed below:
 - 25% of member clubs in the geographic territory achieve recognition by May 1, 2021: \$1,500 and \$200 Match-Up coupon code.
 - 50% of member clubs in the geographic territory achieve recognition by June 15, 2021: \$2,000 and \$300 Match-Up coupon code.
 - 75% of member clubs in the geographic territory achieve recognition by July 15, 2021: \$2,500 and \$400 Match-Up coupon code.
 - 100% of member clubs in the geographic territory achieve recognition by September 1, 2021: \$3,000 and \$500 Match-Up coupon code.

LSCs are strongly encouraged to use incentive money for programs directly benefitting athletes, such as the athlete travel fund or for athlete summits, camps and/or grant programs. LSCs are also strongly encouraged to utilize the Match-Up coupon code for Safe Sport-branded items for distribution at LSC events.

These incentives are effective immediately, and will include all clubs that have already achieved Safe Sport Club Recognition. As LSC Safe Sport Chairs/Coordinators, we are giving you advance notice of these incentives. We ask you wait to talk to your clubs about the incentives until the general member notice is sent. All member clubs that achieve Safe Sport Club Recognition will continue to be automatically entered into a monthly drawing through December 31, 2021 for the chance to win a virtual visit from a U.S. National Team member or alum.

Thank you in advance for demonstrating your commitment to USA Swimming's Safe Sport efforts to create a healthy and positive environment free from abuse for all its members.