



General Membership & Communication

CCSF General Membership

Annual Dues for General Membership are currently \$ 25.

CCSF currently has over 300 individuals receiving the CCSF Newsletter. It is the objective of Membership to gently remind those individuals their when their Annual membership is due. The announcement comes

#1 The end of the year newsletter

#2 The request in the Feb/March newsletter

#3 A personal email to the individual.

That's it! We do not further pursue the collection of Annual Dues.

At the present time there are no repercussions for not being a member. Newsletters continue to be free, available for those who ask. You do not need to be a member to attend the CCSF Annual Banquet. You must be a current member in order to swim the channel and receive the sanction to do so. You must be a member to be eligible to be a Voting member.

CCSF Lifetime Membership

The 2010 cost of a Lifetime membership is \$ 250.

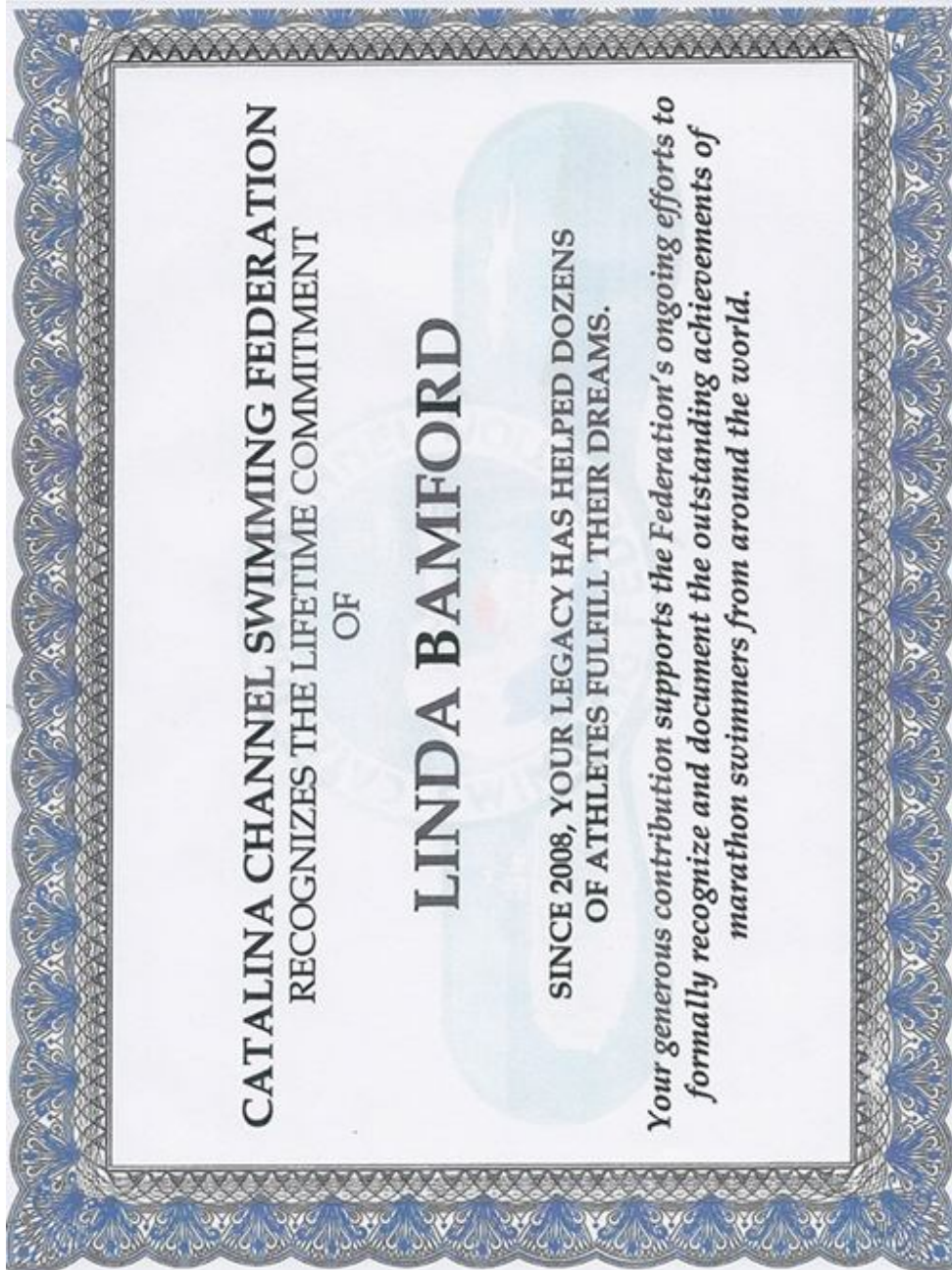
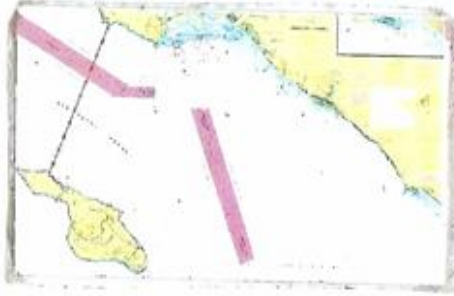
The benefits of Lifetime members include:

- No annual dues
- Recognition at the Annual Banquet
- Listing on the Website
- Certificate for Framing
- Membership Card

When Membership obtains a new Lifetime member several people need to be notified.

- Newsletter – make sure this individual is added to the newsletter recipient
- Banquet Manager – to make sure they are recognized at the banquet as a New Lifetime Member
- Graphics – Have Certificate made for banquet
- Webmaster – have name added to the website
- Print personalized thank you letter - See Letters in Appendix
- Create Membership Card
- Mail Membership Card and Personalized letter to new Lifetime member
- 501(c) deduction listed in letter.
- Secretary notified to add to membership list.

Sample Certificate & Membership Card



Newsletters

The newsletter is a key to creating and keeping a synergistic relationship with our members. The newsletter is meant to be a positive message of what went right. It may include, but is not limited to; successful swims, training, request of Observer and support, upcoming special events, annual banquet,

CCSF Newsletter is a typically a monthly publication with the exception of February. In addition to updates, interesting information, and historical facts, the Newsletter is used to remind our members of special events and membership options. On the following page is a list of those nudgings.

The author of the newsletter should send out a draft of the proposed newsletter 1 week prior to publishing to Board Members and make a special effort to connect with the head of Support for any special additions. If there are no objections to materials within one week, the newsletter should be sent out promptly

iContact

CCSF currently subscribes to an iContact an email marketing program that allows News to maintain current emails and allows subscribers to efficiently opt out or change their email address.

A default format along with the CCSF logo that has been approved by the Board is stored in IContact.

IContact allows for Sub-Groups so when applicable newsletters can be sent to Voting members only, or Support only.

ID & PW

Newsletter Content

January - Reminder of Membership Dues – 2nd Reminder

Feb – no newsletter

Mar – Upcoming CPR / Support Training

April - Upcoming CPR / Support Training

May - Upcoming CPR / Support Training

June - Swims

July - Swims

August - Swims

September – Swims – Annual Banquet

Oct – Swims - Annual Banquet

November – Annual Banquet

December – New Year Membership Dues Notice – 1st Reminder

CCSF Website – Public Access

The Catalina Channel Swimming Federation website is located at:
SwimCatalina.org

The Public sections include:

- Photo gallery
- History
- Individual Records
- Relay records
- Individual records
- Successes
- Successful Relays
- Basic Advice
- Feedings
- Weather
- Navigation
- Pilots
- Support Crew
- Rules
- Forms
- Lifetime membership
- Newsletters

Individual and Relay Records are updated once a year immediately following the presentation at the Annual Banquet.

CCSF Website – Administrative Details

The website was developed with Joomla

(To be decided)

The backend of this site contains documents and archival information that is password protected and can be access by appropriate individuals granted access by the Board

Face Book / Social Networking

Catalina Channel Facebook page is located at:

<http://www.facebook.com.CatlinaChannelSwimmingFederation>

The site currently has three administrators with the ability to post news and update information.

The Facebook page is reviewed and updated twice a month.

Unofficial swim results are posted along with observations such as weather and sea conditions.

Currently, the general public does not post.

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Per unanimous vote of the board at the 2010 October meeting CCSF does not utilize twitter.jhnmnm

Café Press

At the present time CCSF does not inventory logo clothing, gear or accessories.

Specialty items are purchased as Annual rewards and thank you gifts to our Support members. Excess inventory of these items will be available at the END OF THE BANQUET - These are special surprise items and we do not want support people accidentally purchasing items they are about to receive as awards.

Current Café Press items included. Additional items may be requisitioned and added to the site for an additional cost.

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Annual Banquet

The CCSF Banquet is held the first Saturday of November. The Banquet should be a celebration of successful swims and our opportunity to recognize and thank those who make it possible. The following are the guidelines to successfully organize the CCSF Annual Banquet in a timely manner.

TIMELINE:

June 1st

- Location of Banquet
- Time and All Costs
 - Include PA system, DVD player and TV as appropriate
- Menu
- Email the entire Board
- Approval from 4 or more Board members to proceed

July 1st

- Verify there are adequate number of larger medals for solo swimmers
- Verify there are adequate numbers of mid-size medals for relay swimmers.
- Note: Each member of the Relay received a medal

August 1st

- Determine gift for Kayakers*
- Email the entire Board with costs and specifics
- Approval from 4 or more Board members

September 1st

- Alert CCSF Newsletter Banquet location, costs and RSVP details.
- Determine if logo items will be available for sale or order Cafe' Press examples to eliminate collecting and paying sales tax.

October 1st

- Get a complete list of participating Observers from Support
- Get a complete list of participating Kayaker/Paddlers from Support
- Get a complete list of completed Solo Swims with times from Support
- Get a complete list of completed Relays with times from Support
- Verify Names are spelled correctly

PREPARATION & PRINTING

October 15 - Print Certificates

- For successful Solo Swims
- For successful Relay Swims
- For new Lifetime Memberships

October 15 - Contact Banquet Presenters

- Confirm availability of speakers
- Print a Program Guide for those Board members / or others participating.
 - *Guide for general public is optional*
- Opening Remarks – President
 - Congratulations - What's new and What's in our future
 - Includes Thanking new Lifetime Members with Certificate
 - Introduce new Voting Members
- Historical Remarks – News (Forrest)
- Recognize Observers with a call to stage and group photo by: Support
- Recognize Volunteer Kayakers; present gift and group photo by: Support
- Award to Relay Teams by: Secretary & Training
- Award to Solos by: Vice President & Treasurer
- Closing Remarks include thank you; your annual dues;

October 30th – Last Minute Details

- Be prepared with RSVP list of names
- Name Tags
- If pre-arranged get the DVD of swim events to be played at the banquet
- Memorabilia and promotional gifts
- *****SALES TAX REQUIREMENTS
 - If gifts are sold at the banquet, be sure to keep accurate records for the State Board of Equalization and be prepared to pay appropriate sales tax to the State of California
 - Or bring samples of Café Press items so individuals can purchase gifts online eliminating the need for CCSF to collect and pay sales tax.


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Trifold Advertising

Catalina Channel Swimming History

On January 15, 1927 George Young won the Wrigley Ocean Marathon swim across the Catalina Channel in 15 hours, 44 minutes, and 30 seconds. Within three months of the Wrigley Ocean Marathon Race, another 4 swimmers successfully conquered the Catalina Channel.

Between 1927 and 1952 only two men swam the Channel, and in the mid-50's nearly a dozen swimmers crossed the Channel. Numerous attempts were made in the 1960's but none were successful.



The 1970's established the modern era of the Catalina Channel. The men's and women's speed records were rewritten. Each decade has seen more successful crossings: 29 in the 70s, 32 in the 80s, 33 in the 90s, and 95 successful Catalina Channel swims in the first decade of the 21st century.



**20 miles of open water
A lifetime of memories...**

The Catalina Channel ranks among the world's premier marathon swimming destinations. Pristine water and sensational marine life encounters await those who aspire to undertake this challenging, but rewarding swim between Catalina Island and the southern California mainland coast.



www.SwimCatalina.org
info@SwimCatalina.org