

2026 OBJECTIVES & KEY RESULTS



▶ GROW THE SPORT

Expand access and fuel participation at every level of swimming.

- Identify primary drivers of membership to guide growth strategy
- Develop a compelling value proposition for USA Swimming membership
- Increase number of teams hosting Block Party meets
- Maximize club satisfaction with Block Party program
- Grow the Community Swim Team program
- Enhance member service offerings

STRENGTHEN THE ORGANIZATION

*Build a high-performing,
financially resilient,
mission-driven organization.*

- Increase non-membership revenue
 - Grow partnership revenue
 - Increase philanthropic giving
 - Identify and activate new revenue opportunities to diversify revenue
- Publish updated Mission, Vision, and Value statements

▶ ELEVATE PERFORMANCE

Deliver world-leading athlete support and competitive excellence

- Win the most total and gold medals at the 2026 Pan Pacific Championships and 2026 World Aquatics Swimming Championships (25m)
- Implement Race Analytics Platform
- Complete training site visits to majority of National Team athletes



INSPIRE MEMBERS AND FANS

Create and showcase exceptional experiences that support, connect, and celebrate the swimming community.

- Maintain customer satisfaction scores above industry standards for SWIMS-based services
- Establish a high customer satisfaction rating for new USA Swimming App
- Increase short form content to promote the sport and reach new audiences