



Gratitude Campaign

The Gratitude Campaign is about encouraging athletes to practice this valuable life skill by thanking meet volunteers, and others, at least 3 times each session of the meet.

It is hoped this will become a personal “lasting legacy,” one that continues long after this meet is over.

Passion, Connection, Legacy

Reasons for Gratitude Campaign:

... Practicing gratitude is how we acknowledge that there's enough & we're enough.

Brené Brown¹

Swim meets have the potential of subconsciously conveying 'I'm not enough.' The gratitude campaign is one way to counteract this negative messaging and practice an important life skill.

IMPORTANT NOTE: The gratitude campaign is NOT

- Saying swimming excellence is not important. We are spending a lot of time, effort and money to ensure an environment conducive to swimming excellence.
- Saying that gratitude should replace determination & drive. They are not mutually exclusive.
- About trying to mask or suppress difficult feelings like sadness, frustration, etc. Sometimes these can motivate us to try harder or seek a different approach which, at times, is needed.

The gratitude campaign IS about practicing and using a valuable life skill.

- Whether experiencing success or not, all can benefit from expressing gratitude.
- Some may learn that even when facing disappointment or setbacks, one can simultaneously feel gratitude for something. This can help to prevent being 'capsized' by disappointment or even devastation. It can help to steady and enable one to continue going forward despite difficulties.
- It helps promote the vision of USA Swimming which is: To inspire and enable our members to achieve excellence in the sport of swimming and in life.
- It is hoped the volunteers, and others, who help make this meet experience possible will benefit by the gratitude expressed by the swimmers.

Associated Social Media Hashtag:

#TrueSportInAction

¹ Brown, Brené. Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead. New York, NY: Gotham, 2012. Print page 124.