

TRY SCUBA AT YOUR COMMUNITY POOL

A ready-to-use outreach campaign for apartment complexes, HOAs, condo communities, and neighborhood pools.

THE IDEA

Local pools are full of people looking for a different summer experience. Bring a supervised Try Scuba event to where they already are, collect real contacts, and follow up while the excitement is still fresh.

THE GOAL

You are not trying to sell an Open Water course from the pool deck. You are creating contact first - then giving interested people a clear, simple path to the next step.

1. The Pitch to the Property

Call or stop in and ask for the property manager, resident-experience coordinator, community manager, or HOA board contact. Keep it simple:

"We would love to bring a fun, supervised Try Scuba experience to your residents at no cost to the community. We handle the equipment, instructors, waivers, and setup. You provide the pool and help us invite your residents."

2. The Event Format

Before

Pick one property at a time. Set a date, confirm pool access and event requirements, and provide the property with the ready-made promotional graphic on Page 2.

At the Pool

Keep it relaxed and organized: a short introduction, controlled in-water experience, photo opportunity, and a clear invitation for interested people to learn more.

Before They Leave

Capture names, email addresses, and phone numbers with permission to follow up. Every participant needs one obvious next step.

3. Follow Up Fast

The pool event is not the finish line. Follow up within 24 hours, while people are still talking about it.

Thanks for joining us at the pool! We hope you had a blast getting your first taste of breathing underwater.

If that made you want to see what comes next, we would love to help you get started. Reply to this message, call the shop, or stop in and we will walk you through your options.

4. Property Social Post Copy

Ready to try something different at the pool?

[Apartment Complex / HOA Name] is teaming up with [Dive Center Name] for a fun, supervised **Try Scuba** experience right here in the community pool.

No experience needed. We provide the gear, instruction, and bubbles. You just bring a swimsuit and a little curiosity.

Space may be limited, so register with [contact information].

5. Quick Property-Manager Email

Subject: A fun summer event for your residents

Hi [Name],

We are a local dive center and would love to bring a supervised Try Scuba experience to your community pool this summer. It is a fun, family-friendly resident event where participants get a safe introduction to breathing underwater. We provide the equipment, instructors, waivers, and setup. Your team simply helps promote it to residents.

Would you be open to a quick conversation about dates and what this could look like for [Property Name]?

6. Event-Day Checklist

Have ready: participant sign-up and contact capture, waivers, equipment, instructor coverage, a simple schedule, property contact information, and a clear follow-up offer for anyone who wants to continue.

The simple formula: one property, one event, one great experience, and a real follow-up plan.

Ready-to-Share Social Graphic

Add your logo, website, phone, and email in the footer before sharing it with property managers or posting it to your own social channels.

TRY SCUBA
AT YOUR COMMUNITY POOL

Perfect for apartment complexes, HOAs, and neighborhood pools

Ask us how to host one!

 A fun, supervised introduction to breathing underwater.

 Great for resident events, summer programming, and community engagement.



YOUR LOGO HERE

 **ADD YOUR WEBSITE** •  **ADD YOUR PHONE**

 **ADD YOUR EMAIL**

★ Customize this graphic with your dive center info