



This is **A CHARITY DAY** for **YOUR** club. Please emphasize this to your membership.

- Members will be more likely to support the day if they recognise this.
- Members will also be more likely to pay a little extra for the sessions, so set your prices very carefully.

ALL proceeds from the day remain at your club to be used for charitable projects/facility improvements.

This is a one-off event. Please make the most of this opportunity to raise as much as possible for **YOUR** club.

Planning/Organising Your Event

Start early! Try to allow at least 6 weeks prior to the event to promote, organize and sell the sessions to your members.

Decide early on the days format and time allocated:

- Who is your target audience for each session (juniors, adults, beginners, team players, non-members?)
- What are your maximum numbers per session (dependent upon the number of courts you have).
- What off-court activities will you be offering? (see below)
- How will you advertise/promote your day? (see below)

Encourage most of the committee/coaches to take on some responsibility. If everyone does a bit, it really does spread the workload.

Try to encourage everyone (if possible) to reserve their space and pay **PRIOR** to the day. Try not to allow members to 'turn up and play' on the day. You could have no one turn up, or it could be completely chaotic (which doesn't give a good first impression of your club!). Also, if the weather is iffy on the day, some players may not turn up if they have yet to pay. Whereas if they've paid, they will almost certainly attend - or lose their payment!

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PLAY MORE TENNIS**



Attracting Non-Members To Your Club

If one of your objectives is to increase your membership, think about running a variety of promotions to entice non-members to sign up on the day. A reduction in membership fees? A free 6 week coaching course? Something that will help encourage your prospective member to sign on the dotted line!

Off-Court Activities

What OFF-court events can you run in conjunction with the ON-court activities? Quizzes, competitions, BBQ's, Wine Tasting evenings? Or maybe run a doubles tournament the following day/weekend where members can put in to practice their newly learnt techniques and tactics?

Promoting/Advertising Your Event

Each club will have their own ideas about how to promote their day but useful tip include:

- Use email notifications well in advance of the date.
- Distribute the Bright Ideas for Tennis poster widely in the local community
- Advertise any promotions you are running in conjunction with the day.
- Contact local media to obtain press coverage (use the Bright Ideas for Tennis Press Information - just add details about your event.
- Display posters in the clubhouse and email posters to members.
- Use social media for constant reminders and updates.
- Put all information up on the club website.

See the quote below for a working example of how effective promotion can make your day successful.

Good luck!

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Quote from one of Bright Ideas for Tennis' most successful clubs (who have sold a remarkable 60 memberships on the back of 2 Bright Ideas for Tennis Days)

"None of it is rocket science, but it is all about getting a message out to people about a forthcoming Bright Ideas event. We usually start with teaser emails to members about 4-6 weeks before the day. We follow this up by distributing posters to local gyms, libraries, coffee shops, hospitals, theatres, sports centres, sports shops and to the HR departments of local large employers".

The posters advertise the day and the opportunities to join the club at a special one off discount of 20%.

We also contact local authorities, eg Active Surrey, Surrey LTA and other free advertising organisations / media (like Radio Jackie/Radio Susy/BBC Local Radio) who themselves circulate our details.

We also have a partnership with 2 local schools (where our head coach also works). They also advertise our day to pupils and parents via email newsletters.

For our last event we also contacted local scouts & guides groups and social groups like the Round Table, Ladies Circle etc.

We bombard our members by email over the preceding 4 week period with information on the day and ask them to contact friends, family and work colleagues who may be interested in joining to also spread the word and also remind them of the special discounts we offer for new members.

We obviously display posters at the club and also email posters in a pdf format as well to our members encouraging them to print them out and display them at their workplace.

As you well know we also use Twitter/Facebook a lot to publicise our events and contact our local newspapers as well encouraging them to come along and report on the day.

Our Head coach also spreads the word and encourages in particular the junior/tennis camp parents for them to perhaps come along.

Finally we obviously plug our web site in our advertising which puts more meat on the bone and has a lot of information on the club and the Bright Ideas day. Clearly the website needs to be fully updated with a lot of recent club news/events /images etc etc to attract people in.

It is a lot of hard work and effort but it does pay dividends as we have found out.

Results are not instantaneous but it gets the word out that things are happening at our club and stimulates interest from our current members as much as prospective members"

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