



HOW TO HOST THE PERFECT WEEKEND AT YOUR CLUB

Planning and hosting a club open day is a clever way for your tennis club to connect with local schools and communities. Tennis New Zealand are pleased to assist you to run the LOVE TENNIS Weekend and to provide you with what you need to host the perfect weekend!

This booklet will guide you through an easy step-by-step checklist with lots of ideas to help you and your crew deliver a fantastic event. Of course, the ideas are endless and we'd love you to share more with the wider team! Together, let's get more people playing tennis around the country. Your club can be as inventive and creative as you want.

love tennis OBJECTIVES

- To encourage new, existing and returning participants of all ages, abilities, ethnicities and gender to come along to a FREE weekend of tennis and give it a go.
- To attract new and retain existing club members.
- To raise the profile of tennis and to promote the many ways people can get involved in the game.
- Lighten the load and make it easy for clubs to share ideas, plan and promote their open day – with a step-by-step guide on how to run the perfect weekend.
- Engage communities.
- Clubs, regions and associations combine forces to share ideas, resources, build relationships and assist each other with growing participation. Collectively we can make more noise about tennis.
- Engage club volunteers and assist them to plan and deliver a great event, coming together with a renewed energy and enthusiasm for their game and club.
- With the ultimate aim of getting more and more people to Love Tennis and join their local club!

step one PLAN & PREPARE

Use the TNZ club resources at www.tennis.kiwi/clubs/lovetennis

In order to make your weekend a success, your club must plan and prepare. Don't leave things till the last minute. SHARE THE LOAD! Divide up the tasks between your nominated 'Love Tennis Crew'. Do what you can.

Not everything in this guide needs to be ticked!

- Invite local Hell Franchisee along
- Don't run a separate Senior/Junior Open Day - use the one weekend
- Communicate to your committee, members, sponsors and club coach. Remind them that the club will need THEIR help
- Spread the word. Enlist the help of other club members. You may have lots of specialised skills and assets within your club to tap into! Most people are only too happy to do a 'little bit' to help.
- Contact local businesses to get involved by offering prizes and giveaways. Opportunity for them to have a stall
- Co-ordinate prizes, raffles, giveaways, spot prizes
- Explore 'Community noticeboard' opportunities
- Establish deadlines for school newsletters
- Use the call for volunteer and sponsorship templates provided
- Engage club coach on what is required of them and set clear expectations. Have them develop a coaching flyer
- Organise activities at the club that will be available for the weekend:
 - Tennis activities
 - Non-tennis activities
 - Organise who will run each activity/roster
- Ensure activities are laid out well to allow good foot traffic
- Run a working bee before the event
- Determine budget (if required)
- Organise catering
 - BBQ sausage sizzle, burgers
 - Home baking (cake stall)
 - Lollies (lolly scramble/lollipops - local dentist sponsor!)
- Complete your 'club flyer'
- Design a club poster for display over the weekend
- Create some special 'Sign up this weekend' deals
- Organise who will be responsible for:
 - flyers / poster delivery
 - social media
 - activities
 - erecting outdoor signage
 - welcome desk / entry/exit
- Engage a photographer for the weekend (perhaps a club member)
- Use an MC for the day (could be a club member or local personality)
- Music / entertainment (local band)
- Investigate engaging volunteers from outside of your club to assist e.g. community volunteering groups
- Consider health and safety requirements at your club
- Signs for activity stations



The club was buzzing. Great for members and newbies!

step two PROMOTIONAL IDEAS

- Arrange notable past players to attend
- Ask celebrity sports people from other codes to attend a celebrity match
- Work with your coach, members and sponsors to advertise within their networks
- Challenge all current club members to bring along ONE person each to the weekend - just to give it a go!
- Organise community challenges
 - Principals v principals
 - Workplaces
- Contact local schools - promote via newsletters, noticeboards and lunchtime hits
- 'Grab One' or 'Treat Me'
- Local newspapers - ask reporters to cover. Find an angle
- Put up posters at local businesses or in shop windows (offer a referral discount scheme for new members)
- Use gel pens on clubroom windows
- Get along to local markets, shopping mall, supermarket or other local event and take flyers, mini-nets and jumbos
- Provide existing members with incentives to introduce a new members
- Connect with other sporting clubs (winter sports) to promote their members playing a summer sport
- Send an invitation to local MP or Councillor to attend (exhibition match) or cut open day ribbon
- Wear 'Love Tennis' t-shirts around town in the lead up to the event
- Speed radar - purchase one online
- Liaise with community groups (Lions, Rotary, Fire Brigade, Charity)
- Promote via club newsletter
- Engage with Senior Tennis Clubs
- Use chalk on pavements
- Exhibition matches in schools
- Take jumbo racquets into schools
- Advertise to business house competitions
- Posters in buses/trains
- Run a raffle in the lead up
- Invite members to bring a picnic, chilli-bin or friend
- Promote to old club members
- Mount corflute signs on cars
- Deliver flyers/posters to:
 - Local events
 - Local schools
 - Local cinemas
 - Churches
 - Doctors waiting rooms
 - Hand out flyers at sausage sizzles
 - Tertiary education centres
 - Nearby houses - letterbox drops
 - Corporates
 - Retirement homes
 - Local schools
 - Local businesses
 - Your club house
 - Supermarkets
 - Community noticeboards
 - Other sport's clubrooms
- Use city centre to promote (balloons / flyers / dress up)
- Social media
 - "We're getting ready for Love Tennis" / "Love Tennis is coming"
 - Use a countdown - 2 weeks to go / 1 day to go

step three ACTIVITY IDEAS

Make sure to ask approval to use participants in photographs captured over the weekend for promotional purposes

- Use a local councillor to cut ribbon for the 'open day'
- Free social play
- Tennis over a volleyball net
- Free coaching for adults and juniors
- Set up Tennis Hot Shots
- Fastest serve competition
- Hit the target competition
- FUN supervised games for all
- Social doubles round robin
- Ball machine (kindly borrowed from a member)
- National Programme demonstrations:
 - Cardio Tennis
 - Tennis Hot Shots
 - Tennis Xpress
- Demo new racquets (engage with local pro-shop)
- Borrow old demo racquets
- Spot prizes
- Ball art craft station
- Stencil racquet strings
- Exhibition match
- BBQ (Don't forget some vegetarian sausages)
- Candy floss machine
- Afternoon tea - cafe style
- Theme event: Grand Slam, retro
- Lolly scramble
- Spit Roast
- Coffee Van / Free Coffee
- Bouncy castle
- Face Painter (could be a club member)
- Beat the coach
- Beat the top junior
- Local sponsor dedicated 'court', e.g. The 'Hell Pizza' Court
- Hell Pizza box/Rebel Sport target hit
- One lucky member joins for free draw
- Roll a tennis ball (like bowls) competition
- Tennis using old vintage racquets
- Club tours
- Raffle / chicken wheel
- Silent auction
- Jumbo racquets
- Longest rally competition
- Treasure/savenger hunt
- Hit the ball into a bucket 'one shot'
- Passport of activities
- Use a dumbbell to weight-down mini-nets
- Turn on outdoor lighting on a dull day
- Drone fly-over
- Bubbles

LOVE TENNIS WEEKEND

Saturday 10 Oct and
Sunday 11 Oct, 1-4pm



step four CAPTURE & CONVERT

Memberships are an important source of income but the way people want to sign up to sport is changing. Tennis clubs need to adapt. Evaluate your current membership models. It's a great chance to be creative and offer some 'one-off' deals to win over your captive market!

IDEAS TO CONVERT:

- Make sure you capture every visitor on TNZ's online form (draw entry)
- Record key information of attendees for further follow-up or invitation back to social play
- Free gift for new memberships
- Have lots of flyers to capitalise on interest
- Special weekend membership deals
 - Free group coaching sessions
 - 50% off memberships
- Make joining the club easy
- Choose the right volunteers to attract a broad range of people, use buddy system
- Run a competition 'who can sign up the most new members'
- Consider offering "Community Play"
- Offer a 'crash course' to beginner adults - Tennis Xpress!
- Appoint 'membership' hosts for the weekend (ideally people who are good at selling!)
- Offer a 'guarantee of fun' money back guarantee
- Follow up attendees via letter, email, phone call to thank them for supporting event and remind them of membership packages and upcoming events at the club
- Conduct exit survey to members who have recently left, find out why
- Major draw prize for all signs-ups
- Display club membership poster everywhere!

step five EQUIPMENT CHECKLIST

- Welcome and registration desk
- Club information (club flyer/sign up forms/coaching information/competition details)
- MUSIC! A good playlist and stereo (this is essential to create an atmosphere)
- Photographer (current member) - high resolution is the best so use a good camera
- Activity equipment (mini-nets /speed gun)
- Racquets (For BOTH adults and kids)
- Board for weekend activity schedule
- Balloons, prizes and giveaways
- BBQ and catering equipment
- Signage
- EFTPOS facility
- Sunscreen (let's hope!)
- First Aid kit
- Tennis Balls
- Face paint
- PA system
- Sponsor signage
- Name tags
- Raffle books
- Racquet stencils and ink
- Chalk/bubbles

over the weekend THINGS TO REMEMBER

Have fun

Smile

TALK to people

Encourage guests
to get involved

Play music

Get members talking to
potential new members

step six THE FOLLOW UP! THINGS TO REMEMBER *after the weekend*

- TNZ will supply your visitor data capture
- Follow up with all attendees – this is critical!
- Email list of any manual entries to TNZ
- Complete survey on LOVE Tennis Weekend
- Offer other LOVE Tennis opportunities at the club throughout the year
- Post photos on website/facebook/Instagram #lovetennis
- Post photos at clubhouse
- Send your best photos to TNZ
- Thank you letters to key contributors/sponsors/volunteers
- Offer and encourage Tennis Xpress or Hot Shots for new members



Encouraging to see the creativity and spirit amongst the club volunteers!

HOW TO KEEP PEOPLE LOVING TENNIS!

The fun of Love Tennis shouldn't stop after this weekend – it should continue all year round! There's no reason your club can't throw open its doors and start a regular Love Tennis afternoon or evening. The modern tennis club competes with many other activities. Ensure your club's sustainability by structuring your membership offerings to fit with busy lifestyles and by providing flexibility and choice. Make your club a hub in your community.

Here's some ideas to keep the LOVE going...

- Consider the customer experience
- Arrange a regular time where new people can come and 'try tennis for free'
- Offer online registrations and payments to join or renew membership – 'Club Spark'
- Offer great casual rates for public to book club courts – 'Book a Court'
- Convert your casual court users to members
- Family and Child Tournament – for members and non-members
- Run holiday programmes
- Maintain your current member database; A well maintained player database is vital to the success of your club.
- Engage with the local community:
 - a) offer free membership as quiz night prizes, raffles
 - b) invite schools to your club
 - c) get involved in local Christmas parades
- Have your President write a 'welcome to the club' letter for new members (and those renewing). Ask them to contact the committee if their needs are not being met
- Continue promotion in local school newsletters throughout the year
- Develop activities to encourage corporate involvement
- Continue social media activity – invite members to 'share'
- Track success "how did you hear about us" "why did you decide to join?"
- Offer 'learn to play' sessions for adults (Tennis Xpress)
- Assign a 'new member buddy'

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www.tennis.kiwi/clubs/lovetennis

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Te Tēnehi o Aotearoa

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