

CATERING

Sausage Sizzle	<ul style="list-style-type: none"><li>• BBQ - organise roster</li><li>• Offer vegetarian/vegan/gluten free option</li><li>• Local suppliers wish to showcase products?</li><li>• Can local businesses assist (bakery, butchery, supermarket, real estate companies)</li></ul>
External Suppliers	<ul style="list-style-type: none"><li>• Coffee van, spit roast, ice cream truck, candy floss machine</li></ul>
Home Baking	<ul style="list-style-type: none"><li>• Tea, coffee and cakes - members bring a plate. Run a best baking competition.</li></ul>

VISITORS

Welcome Area/Desk	<p>Get visitors loving tennis!</p> <ul style="list-style-type: none"><li>• Display prize draw posters in prominent spots</li><li>• Appoint friendliest membership hosts and assistant coaches to promote benefits of joining club or coaching programme</li></ul>
Capture	<ul style="list-style-type: none"><li>• Dedicated volunteers to USE Scan and win code!</li><li>• Have ipads and phones available for visitors to enter competition</li><li>• GET ALL ATTENDEES TO ENTER</li></ul>
Convert	<ul style="list-style-type: none"><li>• Announce special offers and discounted programmes on the day</li><li>• Have your ClubSpark member packages ready, make joining easy</li></ul>

AFTER THE WEEKEND

The Week After	<p>It's important to keep inviting the community back, get them loving tennis and they'll become part of your club in no time!</p> <ul style="list-style-type: none"><li>• Tennis NZ will supply your visitor data from the draw entry within 48 hours</li><li>• Email manual competition entries to Tennis NZ</li><li>• Complete the national post-Love Tennis survey</li><li>• Thank your volunteer crew and ensure they have all signed up to the volunteer prize trip to ASB Classic</li></ul>
Follow-up Visitors	<ul style="list-style-type: none"><li>• Its crucial to follow up with all attendees promptly by phone, email and/or text! Thank them for coming and invite them back. Highlight sign-up deals and coaching programmes</li><li>• Add visitor data to your database (create a tag for Love Tennis attendees in ClubSpark)</li></ul>
New Members	<ul style="list-style-type: none"><li>• Email to congratulate them for signing up and thank them for joining your club</li><li>• Ask them to follow your socials</li><li>• Send a new member pack</li></ul>

FOR REGIONS

- PLANNING
- Get to know your Love Tennis Champions. How can they help your region?
  - Contact participating clubs -How can you support them through the campaign?
  - Consider budget for marketing/social media/signage
  - Apply for local funding to cover regional costs for Love Tennis
  - Order extra merch if desired
  - Send reminders to all clubs/boards/committees around Buzz Nights
  - Support TNZ delivery of an awesome Buzz night
  - Support clubs to create season calendar of events, share examples.

- PROMOTE
- Create social media/comms timeline
  - Compile list of community groups/sports clubs and signage opportunities in conjunction with Community Champion
  - Work with School Champion to link school activations to clubs

- THE DAY OF
- Engage a photographer for the day
  - Organise staff/board roster for club visits
  - Communicate with clubs around specific support
  - Offer spare nets/racquets
  - Personally thank volunteers - get them in for a photo!
  - Check clubs are recording attendee data

- FOLLOW UP
- Send thank you email to all those involved in Love Tennis
  - Access attendee data, add emails to regional databases
  - Hero and promote any local competition winners
  - Use your Love Tennis photos throughout the year
  - Support national feedback questionnaires and data collection
  - Upload photos to national album



HOW TO  
HOST A GREAT  
OPEN DAY  
AT YOUR CLUB



Love Tennis is the celebration of all that is great and that we love about tennis. It's about opening your club to the local community to LOVE TENNIS all year round.

This booklet will guide you to plan, promote, deliver and follow up with the most impact!

Make your club a place for everyone.



Need some more support?  
tennis.kiwi/clubs/lovetennis

Your Love Tennis Champions for 2025

- |  |   |  |   |   |  |
|--|---|--|---|---|--|
| Mel Stratford<br>lovetennis@tennis.kiwi<br>School Champion | Melissa McDonnell<br>melissa@tennis.kiwi<br>Social Media Champion | Rebecca Hellberg-Walker<br>rebecca@tennis.kiwi<br>Community Champion | Ben Bridle<br>ben@tennis.kiwi<br>Youth Champion | Jono Spring<br>jono@tennis.kiwi<br>Coach Champion | Ali Telford<br>ali@tennis.kiwi<br>Volunteer Champion |
|--|---|--|---|---|--|



# PLAN

## BUILD YOUR DREAM TEAM

Watch Volunteer session  
 


Get the right people involved. Involve youth and coaches. Involve the whole club.

- Learn how to build your Love Tennis Club Dream Team

Create Sub-Teams  
 

- Find out who your members are and what skills or contacts they have. Talk to people directly. Tell them you need their skills!
- Recruit a mix of ages and genders



## CONNECT MEMBERS AND THEIR SKILLS

Promotion Team  


- Tap into marketing and digital experience

Schools & Community Team  


- Utilise youth and parents already connected with schools
- A chance to connect with diverse local communities

Activities & Entertainment Team  
 

- Get juniors and coaches involved in planning and delivery

Food & Beverage Team

- Who are the keen cooks? Prize for best baking!

Registration Team

- Engage your most outgoing and friendliest people

Follow-up Team

- May not be available on the day but can lead the follow up to bring attendees back!

Club/Coach Connect Team  


- Involve your head and assistant coaches right from planning stage

Volunteer Management Team

- Make a plan to recognise all your volunteers.
- Can the club purchase a Love Tennis tee as a 'thank you' for all volunteers?

## USE THE LOVE TENNIS RESOURCES

Use the awesome Love Tennis resources to plan  
[www.lovetennis.tennis.kiwi](http://www.lovetennis.tennis.kiwi)  
[www.tennis.kiwi/clubs/lovetennis/](http://www.tennis.kiwi/clubs/lovetennis/)

 lovetennisnz  
 lovetennisnz.nz

- Create a shared digital 'task list' or post in clubhouse
- Get to know your Champions and understand how they can support your club
- Diarise the online Champion sessions;  
**National online Buzz Nights**
  - Sun 3rd Aug 5pm & Wed 6th Aug 6.30pm**Love Tennis Social Media info session**
  - Mon 4th Aug 6.30pm

## GET BUZZING!

- Ask your entire Club Dream Team to attend the Buzz Night
- Run your own fun club Buzz Night (Don't forget the Buzz Night video and some Kail!)

## PLAN YOUR EVENT

- Determine an event budget
- Get creative and offer some **on-the-day** and **welcome-back** joining specials.
- Refresh your club website/social media pages with photos to showcase your club!

## PLAN YOUR CLUB SEASON

Create a Club Season Calendar of Events

- Include on and off-court activities for all ages and abilities
- Display this all season on your website.
- Collaborate with youth & coach

Determine Welcome Back Offerings

- Attendees may not sign up on the day. Have a welcome-back offer to entice visitors back to the club

# PROMOTE

## BEFORE LOVE TENNIS

Create a communications plan to use before and after your event

Digital Communications  
 

- Communicate Love Tennis dates to your community
- Work with your coach, members and sponsors to advertise within their networks
- Update your socials and website with Love Tennis branding
- Consider a paid Facebook boost in the final couple of weeks leading up to the event
- Join the social media 'Tips-n-Tricks' webinar - 4th Aug 5pm
- Keep reminding members to share your posts

Club Communications

- Communicate the date to all your members, sponsors, coaches and any former members
- Challenge members to bring a friend
- Wear your Love Tennis tees in the lead-up
- Display lots of posters in the clubhouse
- Tap into sponsors for spot prizes on the day

Community

- Use all new and previous banners for signage
- Put them up in prominent spots!
- Youth could initiate at school gates or use members properties
- Promo tennis at local events and markets, mini nets or bunting - get people playing!
- Connect with Community Champion
  - Explore digital and physical community noticeboards
  - Connect with other sports clubs, newspapers and local radio (community champion)

## AFTER LOVE TENNIS

Club Communications

- Send thank-you notes. Hero the work of your team

Digital

- Post lots of photos from the event right throughout the year

Visitors



- Have a post-Love Tennis communications plan in place
- How will you re-connect with visitors and invite them back?

# ACTIVITIES

Offer fun, simple activities that make visitors feel welcome and get everyone hitting! Offer a variety of activities to suit all abilities, on and off the court.

Plan Activities

- Signs for activity stations
- Roster for activity supervisors (great job for youth)
- Lay activities out to allow good foot traffic

On-Court Activities (Adults)  
 

- Mini-nets - get adults playing with their kids/or members to hit with visitors
- Ball Machine
- Use old wooden vintage racquets or jumbo racquets
- Fun 'Coaching Taster' for adults
- Beat the coach or face the serve
- Fastest serve (speed radar)
- Dedicated Father's day activity
- Target hitting

On Court Activities (Kids)  
 


- Activity Passport - kids to stamp each activity on card to receive a prize
- Red nets, modified equipment
- Hit the cone (prizes under cones)

Off Court Activities  



- Guess how many balls prize draw
- Family treasure hunt
- Raffle (Win prizes or free membership)
- Ball art craft station & chase the bubbles
- Lolly scramble (Ideal for youth to run)
- Face painting, colouring competitions

Decorate the Club

- Use creative balloon displays and pavement chalk (youth will have fun blowing these up and decorating the sidewalk)
- Hang bunting and banners from past years, can also be used as nets

Entertainment  


- Music is a MUST. Use a 'love themed' playlist or local/school bands
- MC on the day (club member or local personality)
- Exhibition matches (invite local celebrities)

Equipment/Resources  


- Sign up and welcome desk with flyers - cover key entry and exit areas, have info visible
- Photographer - take lots of pics! (Ensure approval to use)
- Club/Coach Flyer - Detailing your programmes & events
- Give-aways and prizes - Stickers, balloon, vouchers, Love Tennis merchandise
- Speakers / Mic / PA system
- Don't forget name tags and sunscreen!



Elements to engage your Coach



Elements to engage your Youth