

CATERING

Food brings people together, ensuring they are happy and connected

External Suppliers	<ul style="list-style-type: none"><li>Coffee van, spit roast, ice cream truck, candy floss machine</li></ul>
Sausage Sizzle	<ul style="list-style-type: none"><li>BBQ</li><li>Offer vegetarian/vegan/gluten free option</li><li>Can local businesses assist (bakery, butchery, supermarket)</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

Get visitors loving tennis!

Welcome area/desk	<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 a coaching programme</li></ul>
Capture	<ul style="list-style-type: none"><li>USE Scan and win code! -Stickers on hand</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

It's important to keep inviting the community back, get them loving tennis and they'll become part of your club in no time!

The week after	<ul style="list-style-type: none"><li>Tennis NZ will supply your visitor data from the draw entry within 48 hours</li><li>Email any 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	<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 LT 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>

TIPS FOR REGIONS

PLANNING

- Get to know your LT 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 LT
- 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 lists of community groups/sports clubs and signage opportunities in conjunction with community champion
- Work with school champion to link community and schools 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, jumbo balls
- 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 LT
- Access attendee data, add emails to regional databases
- Hero and promote any local competition winners
- Use your LT 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.

bringing  
you

10  
YEARS

of love tennis ideas!

Mel Jansen  
lovetennis@tennis.kiwi  
School Champion

Melissa McDonnell  
melissa@tennis.kiwi  
Social Media Champion

Rebecca Hellberg-Walker  
rebecca@tennis.kiwi  
Community Champion

Ben Bridle  
ben@tennis.kiwi  
Youth Champion

Jono Spring  
jono@tennis.kiwi  
Coach Champion

Ali Telford  
ali@tennis.kiwi  
Volunteer Champion

Your Love Tennis Champions for 2025

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

PLAN

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

BUILD YOUR DREAM TEAM

Watch Volunteer session	<ul style="list-style-type: none"><li>Get to know your LT champs, you can reach them on our website.</li></ul>
Create Sub-Teams	<ul style="list-style-type: none"><li>Find out who your members are and what skills or contacts they have. Talk to people directly. Tell them you need their skills!</li><li>Recruit a mix of ages and genders</li></ul>

CONNECT MEMBERS AND THEIR SKILLS

Promotion Team	<ul style="list-style-type: none"><li>Tap into marketing skills and digital experience</li></ul>
Schools & Community team	<ul style="list-style-type: none"><li>Utilise youth and parents already connected with schools</li><li>LT is a chance to connect with diverse local communities</li><li>Students can put up posters in schools</li></ul>
Activities & Entertainment team	<ul style="list-style-type: none"><li>Get juniors involved in planning and delivery</li></ul>
Food & Beverage team	<ul style="list-style-type: none"><li>Who are the keen cooks? Prize for best baking!</li></ul>
Registration Team	<ul style="list-style-type: none"><li>Engage your most outgoing and friendliest people</li></ul>
Follow Up team	<ul style="list-style-type: none"><li>May not be available on the day but can lead the follow up to bring attendees back!</li></ul>
Club/Coach connect group	<ul style="list-style-type: none"><li>Involve your head and assistant coaches right from planning stage</li></ul>
Volunteer Management Team	<ul style="list-style-type: none"><li>Make a plan to recognise all your volunteers.</li><li>Can the Club purchase a Love Tennis tee as a 'thank you' for all volunteers?</li></ul>

USE THE LT RESOURCES TO PLAN

Use the awesome Love Tennis resources to plan	<ul style="list-style-type: none"><li>Create a shared digital 'task list' or post in clubhouse</li><li>Get to know your LT Champions and understand how they can support your club</li><li>Watch Volunteer session</li><li>Diarise the online Champion Sessions</li></ul>
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GET BUZZING!

- Ask your entire Club Dream Team to attend the Buzz Night
- Run your own fun club Buzz Night (Don't forget to play the Buzz Night Video!)

PLAN YOUR EVENT

	<ul style="list-style-type: none"><li>Determine an event budget</li><li>Get creative and offer some on the day and welcome back joining specials.</li><li>Refresh your club and website/social media pages with photos to showcase your club!</li></ul>
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PLAN YOUR CLUB SEASON

Clubs work hard to sign up new members but need to work hard to retain members too!

Create a club season calendar of events	<ul style="list-style-type: none"><li>Include on and off-court activities for all ages and abilities</li><li>Display this all season on your website.</li><li>Collaborate with youth &amp; coach</li></ul>
Determine Welcome back offerings	<ul style="list-style-type: none"><li>Attendees may not sign up on the day, have a welcome back offer to entice visitors back to the club</li></ul>

PROMOTE

Do people know where your club is? Break down the barriers to bring the community in!

BEFORE LT

Create a communications plan to use before and after your event

Digital Communications	<ul style="list-style-type: none"><li>Communicate Love Tennis dates to your community</li><li>Work with your coach, members and sponsors to advertise within their networks</li><li>Update your socials and website with Love Tennis branding</li><li>Consider paid Facebook boost in the last couple of weeks in lead up</li><li>Join the social media 'Tips-n-Tricks' webinar - 4th Aug 5pm</li><li>Keep reminding members to share your posts</li></ul>
Club Communications	<ul style="list-style-type: none"><li>Communicate the date to all your members, sponsors, coaches and any former members</li><li>Challenge members to bring a friend</li><li>Wear your LT tees in the lead up</li><li>Lots of posters in the clubhouse</li><li>Tap into sponsors for spot prizes on the day</li></ul>
Community	<ul style="list-style-type: none"><li>Use all new and previous banners for signage</li><li>Put them up in prominent spots!</li><li>Youth could initiate at school gates</li><li>Promo tennis at local events and markets, mini nets/bunting for courts - get people playing!</li><li>Explore digital and physical community noticeboards</li><li>Connect with other sports clubs, newspapers and local radio (community champion)</li></ul>

AFTER LT

Club Communications	<ul style="list-style-type: none"><li>Send thank-you notes. Hero the work of your team</li></ul>
Digital	<ul style="list-style-type: none"><li>Post lots of photos from the event right throughout the year</li></ul>
Visitors	<ul style="list-style-type: none"><li>Have a post-Love Tennis communications plan in place</li><li>How will you re-connect with visitors and invite them back?</li></ul>

ACTIVITIES

Offer fun, simple activities that make visitors feel welcome and get everyone hitting! Offer a variety of activities to suit all abilities, tennis & non-tennis.

Plan Activities	<ul style="list-style-type: none"><li>Signs for activity stations</li><li>Roster for activity supervisors (great job for the youth)</li><li>Lay activities out to allow good foot traffic</li><li>BBQ &amp; afternoon tea/cakes</li></ul>
On-Court Activities (Adults)	<ul style="list-style-type: none"><li>Mini-nets - get adults playing with their kids/or members to hit with visitors</li><li>Ball Machine (return x in a row)</li><li>Use old wooden vintage racquet's / jumbo racquet's</li><li>Fun 'Coaching Taster' for adults</li><li>Fastest serve (speed radar)</li><li>Dedicated Father's day activity</li><li>Hit the cone (prizes under cones)</li></ul>
On Court Activities (Kids)	<ul style="list-style-type: none"><li>Activity Passport - kids to stamp each activity on card to receive a prize</li><li>Red nets, modified equipment</li><li>Hit the cone (prizes under cones)</li></ul>
Off Court Activities	<ul style="list-style-type: none"><li>Guess how many balls prize draw</li><li>Family treasure hunt</li><li>Raffle (Win prizes or free membership)</li><li>Ball art craft station &amp; chase the bubbles</li><li>Lolly scramble (Ideal for youth to run)</li><li>Face painting</li></ul>
Decorate the Club	<ul style="list-style-type: none"><li>Blow up balloons &amp; place strategically (youth will have fun blowing these up)</li><li>Hang bunting and banners from past years, can also be used as nets</li></ul>
Entertainment	<ul style="list-style-type: none"><li>Music is a MUST. Use a 'love themed' playlist</li><li>MC on the day (club member or local personality)</li><li>Local or school bands</li><li>Exhibition matches (invite local celebrities)</li></ul>
Equipment/Resources	<ul style="list-style-type: none"><li>Sign up and welcome desk with flyers - cover key entry and exit areas, have info visible</li><li>Photographer - take lots of pics! (Ensure approval to use)</li><li>Club/Coach Flyer - Detailing your programmes, events and club contact</li><li>Give aways and prizes - Stickers, balloon, vouchers, Love Tennis merch</li><li>Speakers / Mic / PA system</li></ul>



Elements to engage your Coach



Elements to engage your Youth