

HOW TO HOST THE PERFECT WEEKEND AT YOUR CLUB



love
tennis

tennis
NZ
Te Tēhēni o Aotearoa

Planning and hosting a club open day is a clever way for your tennis club to connect with your club members and local community. It's also a great way to attract new members. Tennis NZ is here to help make it EASY to run your LOVE TENNIS weekend and to provide you with everything you need!

This booklet will guide you, with lots of ideas to help your Love Tennis crew deliver a fantastic event. Of course, every club is different, and you can get as creative or keep it as simple as you want. This guide will help you plan, promote, deliver and follow up by using an easy step-by-step checklist.

Together, let's get more people playing tennis around the country.

- 📍 Attract all sorts of people to your club to GIVE TENNIS A GO!
- 📍 Promote tennis in your community
- 📍 Are people aware of where your club is?
- 📍 Great resources, material, and support provided.
- 📍 Engage club members to get involved in delivering this great event and be rewarded with a renewed energy and enthusiasm for tennis and their club.
- 📍 Be part of a national initiative with a united message.
- 📍 Collaborative organisation between Tennis NZ, regions, associations, and clubs.
- 📍 The ultimate aim is to get more and more people to Love Tennis and join their local club.

Check out all the CLUB RESOURCES you need at:
www.tennis.kiwi/clubs/lovetennis
Facebook: www.facebook.com/lovetennisnz

We are here to help! Need some more support? Get in touch.

Mel Jansen
lovetennis@tennis.kiwi
Love Tennis National
Co-ordinator

Ali Telford
ali@tennis.kiwi
Club Support
Manager

Amy March
amy@tennis.kiwi
Communications
Co-ordinator

Gareth Archer
gareth@tennis.kiwi
Commercial
Manager

Jenny Fitzmaurice
jenny@tennis.kiwi
Head of Participation
and Coaching

top 10 MUST DO'S

1. Assemble a good crew
2. Involve the whole club
3. Involve local schools
4. Promote, promote, promote
5. Offer a great sign-up deal
6. Get every visitor playing
7. Create a friendly atmosphere. Music and BBQ!
8. Create a 'club flyer'
9. Follow up with all visitors and new members
10. Work hard to retain members

>> **PRO TIP:** Choose what's important to your club, what's achievable and what's going to be effective

step one PLAN & PREPARE

In order to make your weekend a success, your club must plan and prepare. Get organised early. **SHARE THE LOAD!** Divide up tasks between your 'Love Tennis Crew'. Do what you can. Not everything in this guide needs to be ticked! 'TALK' to your members, tell them you need them, tell them they are valued and so is their contribution.

- Don't run a separate Open Day
 - Get the 'right people' involved as part of your Love Tennis crew
 - Get juniors involved in planning and delivery
 - Engage club coach as part of crew. Set clear expectations. Have them develop a coaching flyer
 - Communicate to your committee, members, sponsors and club coach. Remind them that the club will need THEIR help. Use the template in resources
 - Create a shared 'task list' on a google doc for club members to access or print a list and get people to sign up at a club day
 - Enlist the help of 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 showcase
 - Co-ordinate prizes, raffles, giveaways, spot prizes
 - Establish deadlines for school newsletters
 - Prioritise Love Tennis over other club activities
 - 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)
- It's a great chance to be creative & offer some one-off joining specials to get people hooked on tennis
 - Complete your 'club flyer' (electronic and printed)
 - Design a club poster for display over the weekend
 - Use the resources at www.tennis.kiwi/clubs/lovetennis
 - Test QR code/competition entry before the weekend. Have your all your crew enter!
 - Order any extra tees and merchandise
- Organise who will be responsible for:
 - flyers / poster delivery
 - social media
 - activities
 - erecting outdoor signage
 - welcome desk / entry / exit
 - school liaison
 - BBQ
 - sponsors
 - capturing visitors details
 - follow up
- 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 or speakers)
 - 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
 - Welcome table
- Plan post-Love Tennis events to invite visitors back to

step two PROMOTE

Talk to people about Love Tennis. Word of mouth is the BEST way to promote your club.

- 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
 - Put signs up at community courts. Send club reps there to talk to people in the weekends/evening
 - Challenge all current club members to bring along ONE person each to the weekend – WORD OF MOUTH!
 - Organise community challenges
 - Principals v principals
 - Workplaces
 - Contact local schools – promote via newsletters, noticeboards and lunchtime hits
 - Explore 'community noticeboard' opportunities
 - 'Grab One' or 'Treat Me'
 - Local newspapers – ask reporters to cover. Find an angle.
 - Put up posters at local businesses or in shop windows
 - Use gel pens on clubroom windows.
 - Local markets, shopping mall, supermarket, schools 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 Seniors tennis clubs
 - Use chalk on pavements
- Continue social media activity – invite members to share
 - Continue promotion in local school newsletters throughout the year
 - Exhibition matches in 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
 - Lots of posters up in clubhouse
 - Promote to former club members
 - Mount corflute signs on cars
 - Real Estate companies love to run BBQ's
 - Deliver flyers/posters to:
 - Local events
 - Local schools
 - Local cinemas
 - Churches
 - Doctors waiting rooms
 - Hand out flyers at community sausage sizzles
 - Tertiary education centres
 - Nearby houses – letterbox drops
 - Corporates
 - Retirement homes
 - Local schools
 - Local businesses
 - Supermarkets
 - Community noticeboards
 - Other sport's clubrooms
 - Guess how many balls in the car/box promotion
 - Use city/town centre to promote (balloons / flyers / dress up)
 - Social media – use resources
 - "We're getting ready for Love Tennis" / "Love Tennis is coming" / countdown
 - Sandwich board with balloons
 - Update club Facebook page and ClubSpark website with banner
 - Use email signature banner
 - Invite casual players to become members

step three ACTIVITY IDEAS

Tennis clubs can be scary places for first time visitors. Offer fun activities, make people feel welcome and get them hitting!

- 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
 - Fastest serve competition
 - Hit the target competition
 - FUN supervised games for all
 - Social doubles round robin
 - Ball machine
 - 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
 - Beat the coach
 - Local sponsor dedicated 'court'
 - Sponsor 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
 - Get members to hit with visitors
 - Face the serve! (coach/top junior)
 - Silent auction
 - Jumbo racquets
 - Longest rally competition
 - Treasure/scavenger hunt
 - Hit the ball into a bucket 'one shot'
 - Passport of activities on activity card
 - Turn on outdoor lighting on a dull day
 - Drone fly-over
 - Bubbles
 - Give away balloons to kids as they leave
 - Home baking

"The best advertising a club can have is a member spreading the word about how incredible your club is."

step four 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
- Use a dumbbell to weight down mini-nets
- 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

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

step five CAPTURE & CONVERT

Members are the lifeblood of tennis clubs. It is important efforts are made to convert visitors to members on the day and in the weeks following Love Tennis.

CAPTURE

- Get all visitors to enter the major prize draw to gather data
- One competition entry per person but groups can have a single contact person fill out the form
- iPads for easy competition entry
- Record your own key attendee information for further follow-up or invitation back to social play (Tennis NZ will also send draw entry data to you!)
- Add all visitor data to your database and newsletter. A well-maintained database is vital to the success of your club
- Use ClubSpark to tag your Love Tennis visitors for easy communication

CONVERT ON THE DAY

- Offer special weekend membership deals
 - Group coaching sessions
 - Discount off membership for one day only
 - 'crash-course' for beginner adults TENNIS XPRESS
 - Free racquet
 - Free sign up pack
- Make joining 'easy'
- Use ClubSpark to sign up on the day
- Choose the right volunteers/members to TALK to visitors to encourage sign up
- Run a competition 'who can sign up the most members'
- Appoint membership hosts for the day (people good at selling!)
- Offer a 'guarantee of fun' money back guarantee
- Display posters everywhere with membership packages listed and other club offerings
- Hand out club flyers to everyone! They might not sign on the day but may later

“If you don't ask you'll never know.”

FOLLOW UP

Assign someone to communicate with all visitors and new members **each week for a month** after Love Tennis. This is critical!

Follow up all visitors

- Email, phone call and text thanking them for attending, highlight the weekend, reminder about joining
- Invite them to whatever you have on that could bring them back to the club
 - Free social event /club day
 - Free regular time where new people can come and 'try tennis for free'
 - Free beginner coaching session
 - Adult & child tournament
 - Holiday programme
 - Family BBQ

Follow up new members

- Email to congratulate for signing up and welcome to the club! Let them know what's on offer and how to access programmes/events
- Phone call to ask 'what can our club do for you'
- Assign a 'new member buddy'
- Ask them to 'follow' club Facebook page
- Send them your newsletter
- Invite them to programmes at the club
- Ask them if there's any further information they need
- Thank them for being part of the club

step six THINGS TO REMEMBER *after the weekend*

- Tennis NZ will supply your visitor data capture within 72 hours
- Follow up with all attendees promptly – this is critical!
- Email list of any manual competition entries to Tennis NZ
- Complete club survey on LOVE TENNIS Weekend
- Post photos on website/Facebook/Instagram #lovetennis
- Post photos at clubhouse
- Send your best photos to Tennis NZ
- Thank you letters to key contributors/sponsors/volunteers

step seven RETAIN

CLUBS WORK HARD TO SIGN UP NEW MEMBERS BUT THEY NEED TO WORK HARD TO RETAIN THEM TOO!

- Follow up all new members (see above)
- Check in with existing members
- Use a survey to find out if needs and expectations are being met. If you don't ask you'll never know. Use platforms like:
 - Survey Monkey
 - Survey Hero
 - Google Forms
 - www.menti.com
- Measure churn of members at your club
- Conduct an exit survey of members who have recently left the club, find out why
- Look after your members. Connect with them, build relationships

“Create raving fans.”