



Communication Recruitment and Retention Plan

Week 1 post Love Tennis Event

Day 1-5

'Thank you for attending' email sent out to all attendees. Highlight a few of the successes of the weekend.

Congratulate those that signed up to the special over the weekend. Let them know what is on offer and how they can access your club day/programmes

Week 2 post event

Day 7-9

Newsletter type correspondence with 'what's on' at your club suitable to their needs and how to access coaching/social/competitive opportunities. Include photos and link to club social media and website.

Think of planning a social gathering for new members. BBQ / family tennis / themed social event / parent and child competition / meet our members / doubles and bubbles / Tennis Hot Shots / Tennis Xpress / Cardio Tennis

Week 2 post event

Day 10

Phone call to thank attendees and ask, 'what can our club do for you?'

Week 3 post event

Day 15-20

Email with snippets and latest news. Include links to social media and club website.

Week 4 post event

Day 21-25

Follow up text to new members, 'any further information they need', 'thanks for being part of our club'.

Follow up text to attendees. 'Thanks for taking time to come to Love Tennis', offer a free entry to the club social day, or free beginner coaching session – whatever you have on offer that could bring them back to your club.