

WHAT CAN YOUR YOUTH DO FOR YOU?

Involving young people in Love Tennis is a win-win for your club. They bring energy, creativity and fresh ideas, while gaining valuable skills, confidence and leadership experience along the way.

Social Media

- Refresh the club's social media with new photos and update branding.
- Take photos and videos on the day to capture the atmosphere and activities.

Music Playlist

- Create a playlist for the day.
- Ensure music and language are appropriate for all ages.
- Include a variety of music to suit different audiences.

Coach Assistance

- Support coaches with activities and games.
- Help set up equipment and welcome participants.
- Demonstrate activities for attendees.

Off-Court Activities

- Run spot prizes and giveaways.
- Face painting.
- Lolly scrambles.
- Set up and supervise games and activities.

Event Planning

- Share ideas for activities, music, and promotions.
- Help plan decorations and event themes.
- Provide feedback on how to make Love Tennis more appealing to young people.
- Include youth ideas in your post Love Tennis plan.

WHAT CAN YOUR REGION DO FOR YOU?

Whatever your club needs, your regional team is here to support your Love Tennis success.

Planning

- Assist with printing flyers and posters.
- Share club social media content through regional channels.
- Identify local funding and sponsorship opportunities.
- Deliver an engaging Love Tennis Buzz Night for clubs.
- Provide additional signage and directional materials where available.

Promote

- Share Love Tennis content from both clubs and Tennis NZ.
- Add participating clubs to local "What's On" event listings.
- Support connections with schools, colleges, and universities through regional introductions/cover letters.
- Help clubs connect with local businesses and community partners.

On the day & follow up

- Offer a regional prize or competition to add excitement and engagement.
- Encourage regional staff and board members to visit and support clubs.
- Capture photos and videos to showcase Love Tennis across the region.
- Create a portfolio of images featuring club facilities, courts, signage, volunteers, and participants for year-round promotion.
- Thank clubs and volunteers for making Love Tennis a success.
- Celebrate and share success stories from across the region.

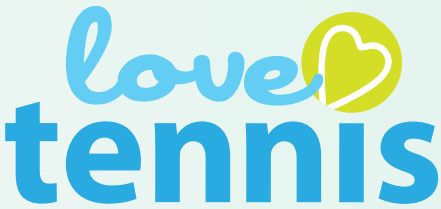
LOVE TENNIS CONNECT NEWSLETTER

Love Tennis Connect provides fortnightly support, resources, and ideas to help your club stay on track in the countdown towards Love Tennis.

Let's get your whole team on Love Tennis Connect newsletter email lovetennis@tennis.kiwi

Release Dates:

- Tuesday 14th July
- Tuesday 28th July
- Tuesday 11th August
- Tuesday 26th August
- Tuesday 8th September
- Tuesday 15th September
- Tuesday 22nd September



HOW TO
**REALLY
CONNECT**
WITH YOUR COMMUNITY

Love Tennis is about welcoming people into your club creating meaningful lasting connections that inspire participation all year.
Let's make this happen together.

*“Love Tennis isn't only a day on the calendar,
it's something we live all year round.”*



YOUR CLUBS PERSONAL GUIDE TO LOVE TENNIS 2026
Plan, Promote, Deliver and Follow Up

PLAN

Build your Love Tennis Dream Team - Don't do it alone!

- 1. Find out who your members are (what are their skills?).
- 2. Recruit a mix of ages and genders.
- 3. Shoulder tap. It's easier to ignore an email than a committee member in your face!

Six ideal sub teams - Connect members & their skills.

Promotion Team

- Allocate 2 or 3 people to contact 4 members each, there's your team of 8 -12.
- Promote to members via newsletter and posters around the club house.
- Utilise WhatsApp groups and former members.

Schools & Community Team

- Utilise youth & parents already connected with schools.
- Which youth members are college students?

Activities & Entertainment Team

- Which members are confident and outgoing?
- Get assistant coaches involved.
- REGISTRATION on the day is **IMPORTANT**. Roster friendly, outgoing people as the Activites & Entertainment team.

PROMOTE

Attracting new members is important, but long-term success comes from retaining them.

Plan your club season

- Determine your welcome-back offerings. Include programmes and events that are suitable for both returning and novice players.
- Include a variety of on-court and off-court activities in calendar to cater for all ages and abilities.
- Collaborate with youth and coaches.
- Get creative with your programmes and memberships.
- Utilise the digital resources on the Love Tennis Club Toolkit

Local Community

- Organise community challenges e.g. Local MP vs School Principal or Local Celeb.
- Use the above for a story in local newspapers.
- Advertise on community notice boards & Facebook groups.
- Use the Love Tennis email signature.
- Engage with senior tennis clubs/retirement complexes.
- Wear your Love Tennis tees in the lead up to event.
- Mount signs on cars. Use new and past banners at prominent sites around town.
- Promote at local markets & community events e.g. set up red nets/guess the number of balls in the car boot.

Schools

- Request a schools cover letter from your region outlining Love Tennis.
- Encourage coach visits to schools to promote at assemblies, newsletters & in-school taster sessions.
- Call out to colleges and universities, emerging bands or musicians to debut.
- Deliver colouring competition to schools.



- 4. Create sub teams with allocated roles and timeframes.
- 5. Create a shared task list. Post in club newsletters and as a shared doc.
- 6. For ideas, watch the volunteer video resource on the Love Tennis club page.

Follow Up Team

- **DON'T FORGET** this team, they're essential for retaining attendees after the event.
- Nominate a follow-up team to connect with attendee's post-event.
- Refer to the Retention Plan and resources for ideas.

Club/Coach Connect Team

- Who can liaise with the coach to build the plan and promo together?
- Club and coach collaboration is key to planning your event.

Volunteer Management Team

- Ensure you have a plan to recognise & thank all your volunteers.
- Identify one person to manage the shared document and lead thank-you initiatives following the event.

Club community

- Refresh your website & social media with regular up-to-date photos, happy court scenes.
- Challenge current members to bring ONE non-member along (WORD OF MOUTH).
- Promote in club newsletters, let your people know!
- Display Love Tennis posters prominently throughout your clubhouse well in advance.
- Promote Love Tennis at every opportunity (club nights/ business house competitions).

Digital

- Regular posts on social (Facebook, Instagram, Tiktok)
- Consider paid social boosts in the final 3 weeks (\$60 towards this goes a long way).
- Remind members to share your social posts.
- Use high-quality photos and videos to showcase your club. Visual content is much more appealing.

USE THE LOVE TENNIS RESOURCES

Use the awesome Love Tennis resources to plan at: tennis.kiwi/clubs/lovetennis/



lovetennisnz



lovetennisnz.nz



Engage your Youth

DELIVER

Create a welcoming off-court atmosphere that compliments the on-court experience.

On Court Activity Ideas

- Offer simple activities that gets everyone involved and hitting.
- Get adults playing with their kids, have members ready to play here too (utilise mini nets). Ball machine.
- Fun 'Coaching Tasters'.
- Target hitting - cones, coaches, parents.
- Activity passport for kids.
- Use triples or quads activity to get more people on court.

Off Court Activity Ideas

- Guess the number of balls.
- Prize draws, bouncy castle.
- Raffle – win free membership.
- Face painting, ball art, colouring in competition.
- Family treasure hunt (digital or physical).
- Bubbles - a great area to create excitement for kids.
- Lolly scramble.

Prize Draw Poster & QR Stickers

- Test to ensure the attendee ASB Prize Draw sign-in is working.

Club Set Up

- Creative balloons, ball and fence decorations, chalk drawing, banners/signage.
- Music is essential to create a festive atmosphere.
- Sound system, MC to create a vibe (member or local personality).
- Food brings people together - baking/BBQ sausage sizzle/ tea & coffee/ice blocks.
- Seek support from local businesses (bakery, butcher, supermarket, real estate, coffee shops).
- Clearly display ASB Classic prize draw posters.

Equipment

- REGISTRATION DESK placed at the entrance.
- Volunteers collecting prize draw entries (use QR code stickers).
- Club information and flyer's available for participants
- Photographer (get your youth involved).
- Face paint, colouring competition, bubbles.
- Display club and sponsor signage prominently around the event.
- Have plenty of rackets and balls available.
- Large tennis balls make great props for photos and future promotion.

FOLLOW UP

Love Tennis is the starting point, not the finish line. Have a plan to keep new players engaged after the event.

The week after Love Tennis

- Tennis NZ will supply your visitor data within 48hrs to enable your prompt thank you email to attendee.
- Email any manual draw entries to Tennis NZ ASAP.
- Follow up with all attendees promptly by email or phone.
- Welcome new members with a personalised email and thank them for joining your club community.
- Review the retention ideas available on the Club Resources page.
- Thank your volunteer team and remind them to enter the Love Tennis Volunteer Prize.
- Complete the Club Feedback Form – your feedback is important and helps improve future Love Tennis events.

What the future looks like post Love Tennis plan

- Add Love Tennis attendees to your database and tag them appropriately (e.g. in Clubspark).
- Use your welcome-back plan to invite attendees to upcoming programmes and events.
- Make personal contact where possible – a simple phone call asking "What can our club do for you?" can go a long way.
- Add attendees to your club newsletter list (where appropriate).
- Make joining your club easy with a simple and accessible membership system at tennis.kiwi/online.

Loving Tennis all year round - Keep the momentum up

- Run monthly social events such as family tennis days, twilight tennis, BBQs, and themed events.
- Create beginner-friendly opportunities including starter programmes, new member days, and bring-a-friend sessions.
- Offer short, fun formats such as Fast4, Tie-Break TENS, short-court tennis, or pickleball.
- Host community events, cultural celebrations, fundraising activities, or local business challenges.
- Engage with different groups throughout the year (families, juniors, youth, seniors, schools, migrant communities, and workplace groups).
- Keep club branding visible with welcome signage and promotional material.
- Use QR codes to direct visitors to membership information and your website.
- Refresh noticeboards regularly with upcoming events, photos, and success stories.
- Create a club culture where people feel welcomed, included, and celebrated from their first visit.