

ADVOCATING FOR: MILITARY OUTREACH

Advocacy for tennis involves taking our knowledge and passion for tennis and connecting it to the needs of communities, schools, colleges, and local governments. Advocacy is the ability to demonstrate to decision-makers how tennis programs can benefit the community.



To get started, contact your local USTA representative, or go to

USTA.COM

for more tools and resources on starting a veteran, adaptive or wheelchair tennis program.

INTRODUCTION

Tennis strives to be an inclusive sport.

Advocating for tennis in your community can help increase participation in the sport by under-served populations. One of the most exciting populations to engage is members of the armed forces. There is a great deal of camaraderie that exists between both active duty and veteran service members. This community is always in need of more services and many military veterans could benefit both physically and psychologically from tennis.

KEY POINTS OF EMPHASIS:

- Many service members have post traumatic stress disorder as well as other disabilities. Tennis can be used as therapy and can also enhance their quality of life.
- There are several nationwide organizations that one can partner with to offer tennis programming for this population: Veterans Administration, veterans hospitals, local military associations, Wounded Warriors Project, and many more.
- The military population enjoys opportunities to compete. Running programming is great, but another way to advocate is by creating fun play and competition opportunities.

MILITARY TENNIS TIPS

- Speak to your USTA section or district in order to tap into available resources. They may already be doing programming with which you can assist.
- Once you can attract a couple of athletes from this population, it will grow larger by word of mouth. If programming is enjoyable, the close-knit community will come in droves.
- Be mindful of some of the possible trauma military service members have experienced.

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