

TENNIS AMBASSADORS

Best Practices Guide

More people playing tennis more often...thanks to YOU!



MEET WITH THE TENNIS DIRECTOR

- Talk about the club or tennis center's "low hanging fruit": places of business and/or nearby areas where people gather to socialize or work out.
- Share examples of your circle of influence: your friends, family, coworkers, and neighbors who don't play tennis.
- Familiarize yourself with the club or tennis center's upcoming schedule of classes and programming.

HOW TO ATTRACT NEW & RETURNING PLAYERS

- Give out your contact cards to interested potential players who might want more information after your initial conversation.
- Promote upcoming activities on your social media channels and encourage your friends to share the posts.
- Email flyers/promotions to your non-playing friends.
- Pop up a portable net in a non-tennis setting such as a park, school, mall, festival, sports bar, or place of worship. Using foam balls, and lighter racquets, invite people to play and they will see that getting into tennis is FUN and easy with today's equipment.
- Keep a running list of people who express interest. Get phone numbers and email addresses.
- Share names & contact info when players of similar age and skill level are looking for play or hitting opportunities.
- Offer to host "drop ins" or social events.



OVERCOME SOME OF THE CHALLENGES

- Find classes and play opportunities that fit busy schedules.
- Ask new or returning players if they prefer a more social or competitive experience. For social play, suggest social leagues, intro classes, cardio tennis and drop-ins. For competitive play, suggest leagues and tournaments. Help players find teams and ask captains if they are looking for additional players.
- Offer a free or low cost 1-2 hr event as a way to "try" tennis.
- Offer drop-ins/classes during non-peak times. Example: 1-3 pm for hospital staff with late shifts.



WHAT TENNIS DIRECTORS ARE SAYING:

"Every club should have Tennis Ambassadors. An Ambassador is your person on the street that is doing word of mouth for tennis and your club, they also help guide and organize your new and returning players to have the most successful experience and entry into your club and the USTA pathway. Our ambassador Michelle has turned countless people into players and then members of the club. She has filled USTA teams, leagues and programs with a joyful word of encouragement that rings louder than the club could ever do. Our Tennis Ambassador relationship, with Michelle and the USTA has been an investment that can't be measured, plus it has been lots of fun to see what the next possibilities are each day and season." Dallas Aleman, Towpath Tennis Center



Share Your Best Practices/Testimonials:
Marilyn Sherman, USTA
sherman@usta.com cell: 678-520-5649
Join the Tennis Ambassadors Group on Facebook

