

Advocacy in Motion Worksheet

USTA TENNIS VENUE SERVICES

1. State your goal in one sentence.
2. Who can give you what you want?
3. What is the message that will get you what you want?
4. Who will spearhead and/or co-spearhead your efforts?
 - a. Can this person effectively lead discussions and set agendas?
 - b. Does this person have the time to devote to this cause? If not, select a co-chair to help.
5. Who will be your core leaders? (Select 4-6 dedicated individuals from varying organizations if possible). What key positions will they hold?
 - a. City/Town and/or School Board Relations:
 - Is there an advocate for your cause who already serves on a town/city/school board who can keep the group updated on important meetings to attend?
 - What key municipal contacts will this person make?
 - What techniques will this person use to make contact?
 - b. Communications:
 - What communications tools will you use to communicate with your group and the public? Social media, email, newsletters, phone?
 - What will the frequency of updates be?
 - Who will information be sent to on a regular basis?
 - Will you develop a website? Will you have a social media manager?
 - c. Media Relations:
 - What vehicles will you use to get the media's attention?
 - Press releases, letters to the Editor, television stories, blog posts, social media?
 - Is there a member of the local media who is a tennis player that can serve as an ally?
 - d. School Relations:
 - Is there someone who already sits on a school board or PTA board that is the parent of a junior tennis player?

Advocacy in Motion Worksheet

USTA TENNIS VENUE SERVICES

e. Fundraising Coordinator:

- What methods will you use to raise funds for this effort?
- Does this person have grant writing experience, or will you also need a grant writer?

f. Treasurer:

- If this project is not associated with a CTA, you will need someone to keep your books. Is there an accountant or CPA in your community who plays tennis?
- If this project is not associated with a CTA or other nonprofit group, will you apply for nonprofit and/or 501(c)(3) status in order to accept donations and raise funds?

g. Tennis Specialist:

- Is there someone familiar with the USTA organization that can help you obtain information and keep in contact with your state or section office?
- Do they feel comfortable working with municipal staff?

6. Who will be your “lieutenants”?

- a. Think in terms of group leaders who can motivate the “troops” when called to action for petitions, city council meetings, letter-writing campaigns, etc.
- b. Suggestions: USTA team captains, Lead Teachers, coaches, PTA liaisons, high school or college club players.

7. Who will be your allied groups, and who will have an interest in seeing your goal completed?

- a. How can you convince others to help your efforts?
- b. What will your completed goal offer them?
- c. Who will engage them?

8. Do you have opposition for any reason?

- a. What can be done to win over your opponent’s support?

9. Draft a timeline for your group to get you through the next year.

- a. Cite short-term goals that will move you toward your long-term goal.
- b. Start with your first organizational meeting and include other important meetings and/or presentations with decision-makers that will help move you forward.