

Tennis Tasmania

A large, abstract graphic consisting of several overlapping, curved bands of color. The colors include shades of blue, yellow, red, and green, creating a sense of movement and energy. The graphic is positioned in the upper half of the page, above the main title.

Club Open Day Manual

Your guide to planning and hosting a great day!



Introduction

Planning and hosting a Club Open Day is a clever way for your tennis club to connect with local schools and communities. It is the perfect opportunity to extend a warm welcome to both existing and potential players, and to showcase your club programs and activities.

This manual provides an overview of the sorts of factors that should be taken into consideration if your club wants to deliver a fantastic event. It is just a guide and your club can be as inventive and creative as it wants to be.

Tennis Tasmania is on hand to assist with planning, promotion, equipment and giveaways. Contact your Club Development Coordinator, Simonne Allwright: sallwright@tennis.com.au or phone 6108 8200.

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Club Open Day Objectives

Some of the objectives of hosting a Club Open Day are listed below (with no priority to the order):

- Provide a fun and social tennis event for existing club members
- Promote the tennis club and its activities to local communities and schools
- Capture the interest of new players of all ages and standards
- Potentially convert the new players into regular players at your club
- Attract new members
- Showcase your club facilities and programs available
- Communicate to the broader community that your club is “open for business”
- Conduct additional activities aimed at fundraising eg a raffle
- Offer a promotional opportunity for your club coach
- Offer valuable marketing opportunities for your club sponsors.

Club Open Day Benefits

The benefits are many and varied, and will be experienced in a variety of immediate and longer-term ways by all stakeholders. They include:

- Attraction of new players and members
- Motivation to maintain membership
- Positive income streams to coaching, sponsor, and support service businesses
- Encouragement to all to take up a healthy sport for life
- Club profile and viability is enhanced
- Participation rates increase
- Competitive edge
- Fundraising income
- Potential new sponsorship deals
- Club recognition by local government which enhances relations
- Community goodwill

- More people playing more tennis more often at YOUR club



Plan & Prepare

In order to make your event a success, the club must plan and prepare with plenty of time to spare. Some of the preparations might include:

- ☐ *Communicating to your committee, members, sponsors and coach of your Club Open Day date and format*
- ☐ *Contacting your Club Development Coordinator to organise equipment loan, prizes, and any giveaways*
- ☐ *Determine budget if required*
- ☐ *Coordinate prizes and giveaways for raffles, spot wins etc*
- ☐ *Prepare flyers and posters for placement in local schools, community businesses, letterbox drops, newsletters, and distribution*
- ☐ *Position signage on club fence*
- ☐ *Spread the word by asking your current members to tell everyone*
- ☐ *Prepare information for the "What's On" section of the local paper*
- ☐ *Contact the "Community Noticeboard" section of the local TV and or Radio stations*
- ☐ *Organise other activities for the day and any catering or equipment that may be required such as: BBQ/Sausage sizzle, Welcome/Sign in table, paperwork, membership forms, raffle books, Face painter, Jumping Castle, Entertainment, music, club merchandise, volunteer badges/caps, club prospectus, camera etc*
- ☐ *Work with your coach or volunteers on the schedule of the day*



Promotional Ideas

- Work with your coach, members and sponsor businesses to advertise your event within their networks
- Contact local schools for promotion within newsletters and on noticeboards
- Letterbox drops
- Utilise local newspapers and community service announcements to communicate key details of the event
- Distribute promotional posters to local businesses and offer a referral discount scheme for business recommendations
- Provide existing members with incentives to “introduce a new player to the club”
- Contact your local council to seek their support in both promotion and ancillary service support
- Place signage at your club
- Connect with neighbouring sporting clubs to promote to their members
- Send an invitation to your local MP or to an identity who may come along and take part in an activity like an exhibition match
- Contact your local police station to organise a radar gun for a speed serve competition
- Liaise with other community groups (such as Lions, Rotary, Fire Brigade, Charity) who may like to become involved in the event
- Promote via social media and your website
- Create some special deals that are win-win on the day
- Run a raffle leading up to the event – winners must be at the Open Day to claim prizes.

Join Us!



Activity Suggestions

On the day, there are so many different components your club could add to the event to give it points of difference. Such as:

- ✓ Free social play
- ✓ Free coaching for adults and juniors
- ✓ Hot Shots courts set up for modified play
- ✓ Speed serve competition
- ✓ Hit the target competition
- ✓ Supervised games for children
- ✓ Social doubles round robin
- ✓ Ball Machine
- ✓ Try new racquets by linking with your local pro shop
- ✓ Spot prize giveaways
- ✓ Fast 4 Tennis
- ✓ Exhibition Match
- ✓ Local Celebrity guest attendance
- ✓ Cardio session
- ✓ BBQ/Sausage sizzle/Afternoon Tea/Spit Roast/Mini Café
- ✓ Coffee Van
- ✓ Jumping Castle
- ✓ Face Painter
- ✓ Musical entertainment
- ✓ Business vs Business challenge
- ✓ Beat the Coach challenge
- ✓ Special membership deals on the day eg "next hour is \$0 membership fee with ½ price court hire for 3 months"; "juniors sign up today @ ½ price";
- ✓ Sponsor businesses' trade table

- ✓ Club “tours”
- ✓ Raffle
- ✓ Silent Auction
- ✓ Lucky Number prizes
- ✓ Photo sessions/Filming (note importance of obtaining consent for taking and using in subsequent promotions for the club).



Capture & Convert

Memberships at your club are an important source of income and provide individuals and families with a great sense of club identity and community. But the notion is changing and people are looking at memberships with more scrutiny, asking about value for money, and identifying new ways of “joining in”. Clubs need to evaluate their membership models and establish choices to suit changing needs and differing wants.

On the Club Open Day your club potentially has a captive audience to “win over”. It is a great chance to be creative by offering some “one off” deals that whet the appetite for the longer term, and to start establishing communications with potential members.

Some ideas to convert people on the day to sign up include:

- ✓ Recording key information of attendees for further follow-up, invitation, or promotional communication
- ✓ Waiving a percentage of normal fees for membership on the day
- ✓ Creating special offers for different categories of membership
- ✓ Acting upon a commitment to your coach that gives the coach free court hire if he/she signs up all his/her clients as members
- ✓ Adding incentives to register on the day such as free club shirt or sponsor driven prizes
- ✓ Ensuring you have plenty of information flyers and membership forms available to capitalise on expressions of interest
- ✓ Extending an invitation to all non-members to come along to a subsequent social tennis opportunity

- ✓ Following up attendees via letter, email, phone call etc to thank them for supporting the event and to remind them of membership packages and upcoming occasions.



Equipment Checklist

A checklist of the key items your club needs to have on hand to make the day run smoothly and successfully should include:

- ☐ *Signage*
- ☐ *Welcome and registration desk*
- ☐ *Literature: membership information, registration forms, coaching and sponsor information, business cards, receipt book, raffle book, nametags, attendance sheets, club flyers etc*
- ☐ *EFTPOS facilities and/or cash tin for potential transactions on the day*
- ☐ *Sunscreen and First Aid kit readily available*
- ☐ *Tennis balls and racquets (link in with your pro shop provider)*
- ☐ *Whiteboard or noticeboard detailing the event's activities*
- ☐ *Music and electrical requirements*
- ☐ *BBQ and catering equipment, food, hand sanitiser, drinks, refrigeration options*
- ☐ *Balloons, prizes and giveaways*
- ☐ *PA system (if necessary)*
- ☐ *Equipment such as radar, jumping castle, mini nets, witches hats, targets etc*



Any equipment related to other activities on site eg stringing machine, raffle barrel, esky, generator etc.



Follow-up

Once your event has concluded, follow up is essential to obtain feedback on the areas of win and/or improvement for next time. It is also critical to your club's ability to act upon any expressions of interest from potential members and to communicate your thanks to all people involved on the day.

In your after event activities, documenting and promoting the event is valuable for a variety of reasons. Consider writing an article for the Tennis Tasmania website (as well as your own), and ask your local newspaper to run a photo and article from the day.

Positioning photos on your noticeboard, on Instagram etc are ongoing marketing strategies also, and continue to engender interest for a subsequent occasion.

Thank-you letters to key contributors, sponsors, and providers/volunteers on the day provide a personal and gracious demonstration of your appreciation.



Should anyone require any further advice or assistance, please contact:

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