



*Tennis Tasmania*  
***Develop your Club***

*Ideas for your Club Membership Pack*



Creating a warm and welcoming environment at your tennis club as you know, is very important. Doing so involves more than opening the gate and turning on the lights; it also requires clubs to look at the whole experience on offer, and to ensure that players continue to feel welcome in years to follow. Consider your club's value proposition. What experience does your club create for members and is it value? Does your club satisfy the needs and interest of existing and potential members?

So, the membership drive has been held, and some new members are signed up... **Now What?**



## Club Membership Pack

Your club has got some new people on board, and now it is time to ensure that the welcome continues and that they get what they paid for! Starting with a *Club Membership Pack* can be a good move to help value-add.

Here are some ideas about things that could be included in your *Club Membership Pack* that can immediately extend the welcome, and provide some take home value to your new members.

Possible Items to Include	Reason
FREE Club Membership Card	Links to benefits, and offers club and registration identity for members
Menu of programmes and prices	Information about what's on offer
Occupation/Business Registration Form (completion is optional)	Members may broker deals within the club for win-win returns to member & club
Club Merchandise Order Form*	Identity; Marketing; Income streams
FREE Club Bumper Sticker	Branding and mobile marketing exposure
Discount/Bonus coupons for club deals	Brokered deals for mutual wins
Key Club information	Contacts; Calendar; Volunteering; Policies
Tennis Tasmania Information	Contacts; Calendar; Website advice
Merchandise options available	Advertising; Reminders; Novelty factor
Club newsletter	Current updates on club activities
Club coaching flyer	Information about coaching options/costs
Club Expression of Interest flyer/survey	EOI to assist as a volunteer, to fundraise etc
Tennis poster FREE	Add interest
Tennis Australia/Tasmania Brochures	Add interest and build awareness of ideas
Any freebies and giveaways you think of!	Everyone loves to receive something!!

### Welcome Committee



#### Put Out the Welcome Mat!

Your club is also able to extend the welcome to new and returning club members by hosting some social functions. As you are all aware, these are valuable “meet and greet” opportunities to include people into the club community. The occasions can be as casual or as formal as you like...mix it up to cater for all!



#### Club-Branded Membership Card

When your members sign up at your club, a Club Branded Membership Card not only makes them feel part of the club, it also serves to connect that member with special club deals that have been secured. The card needs to link to benefits that are tangible and tailored to your members. For example: *Show your Club Membership Card to obtain 5% discount @ the following club businesses...*

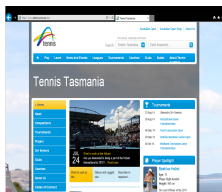
A Club-Branded Membership Card also reinforces your club logo and ensures each member has his/her MyTennis registration ID at their fingertips. Again, this is a helpful connector for your members to access Tennis Tasmania and Tennis Australia benefits.



#### What businesses do your members own?

#### What occupations do they have?

Why not give your members, new and returning, the option to let you know? They can offer a deal for club members upon sighting the club branded membership card, for a win-win result. **Club Member A** attracts more business...**Club Member B** scores a discount deal!



#### Include information from & links to the Tennis Tasmania website

Offer to provide members who may need some assistance, with tools to help them navigate our online site. This is member support that provides the whole club with access to updates, advice, and announcements.

Key information links:

Website: [www.tennis.com.au/tas](http://www.tennis.com.au/tas)

Email: [tasinfo@tennis.com.au](mailto:tasinfo@tennis.com.au)

Phone: 6108 8200



### Create a Range of Coupons for Sponsor Businesses

Alongside supporting and promoting your Member Businesses, other local businesses may also be interested in becoming your club's partner off court. Logically, focusing on non-competing businesses means all are looked after. Creating scaled sponsorship bundling packages within your club, provides the business with opportunity and returns a winner for the club and its members too. The scales of sponsorship you offer businesses is up to you! The businesses might offer product and/or dollar contributions in return for signage, member patronage, naming rights or all!



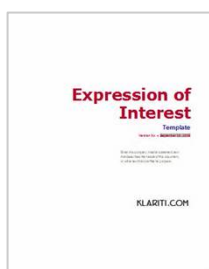
### Event Pre-Sale Ticket Priority

Just as Tennis Tasmania offers Affiliated Clubs and registered players with event pre-sale ticket priority, your club can jump on that bandwagon too! Maybe there is an upcoming event or concert in your area where your club members can beat the queue and obtain a ticket via the club. Again, the wins are shared. Strategic alliances are an important marketing tool and business generator.



### Club Merchandise

What your club offers is entirely up to you, but once you have a logo established, it is simple to obtain some small runs of product to on-sell. Your club members might receive a selection of items FREE and then have a broader selection that may see an income stream feed back into your club. Including a freebie and an order form in your Club Membership Pack is a great way to tick both boxes at the outset.



### Club Forms

Your Club Membership Pack is the perfect location too, to insert some key documents that both inform and invite. For example, a new member may be keen to assist as a volunteer, but not be able to commit to your Club Committee. Why not create an Expression of Interest form, which gives members the chance to offer their assistance or share a skill with the club? Sometimes paving the way means people walk the path, rather than feeling they shouldn't step up if they are unsure of the reaction.



## Promotional Flyers

Including a wad of promotional flyers within your Club Membership Pack makes sense, and generates activity. It also serves to answer a lot of questions before they are even asked! Information about:

- Membership categories and fees
- Coaching and ancillary services available
- Member business deals
- Sponsor business deals
- Special events and/or Upcoming occasions
- Volunteer Opportunities

Your club could also consider an internal reward scheme for members. For example: 'BYO and sign up a new member to our club to receive a Club Polo Shirt FREE!'



## New Membership Models

Presenting the range of membership models available within your club is smart as it helps to advertise what is on offer, and encourage existing members to perhaps "on-sell" the models to potential players. Unless clubs promote them, people won't know the options available...and they often don't ask. So, *inform to influence and be inventive!* For example, membership categories could include:

<i>Social Players</i>	<i>Business Lunches</i>	<i>Teambuilding</i>	<i>Parent &amp; Toddler</i>
<i>Play &amp; Go</i>	<i>Early Birds (am)</i>	<i>Night Owls (pm)</i>	<i>Student/Retiree</i>
<i>The Weekender</i>	<i>Lady Lunch-a-Lot</i>	<i>Seasonal</i>	<i>Hit and Lager</i>
<i>Junior</i>	<i>Adult</i>	<i>Family</i>	<i>Club Support Crew</i>

These are some ideas that may generate more! Targeted memberships that take into account the different lifestyles and needs/interests of individuals, demonstrate an understanding that we all wish to be involved in the club, but in a variety of ways. Clubs that cater for variety will reap rewards for their flexibility and creativity.



## Get Online!

We all know that most kids under 10 navigate online with more success and ease than many of us! Your club could benefit from this knowledge and in return, provide juniors with a discounted/rebated membership. The online connection is a key plank of future club communications, and involving juniors/students in the process is a clever way to succession plan also.