



7 UNIQUE WAYS TO PROMOTE YOUR CLUB AT SCHOOLS

1. NEWSLETTERS

Newsletters (including e-newsletters) are a traditional, yet effective way to promote your tennis leagues and products. For parents & guardians, newsletters provide a variety of must-know information that can impact their child's time at school and therefore engagement and readership of this regular communication is very high. Great news for local advertisers!

Contact your school to find out whether you can advertise in their newsletter, or otherwise think of what other quirky content and useful information you could provide the school in order to be featured in their next edition.

2. NOTICEBOARD POSTERS

Another traditional platform, but simple to implement, if your local school has public noticeboards. To maximise your chance of being displayed, make sure your poster clearly communicates the health benefits of your program for families and has been personalised to suit that particular school.



3. GIFTS FOR STUDENTS

A great way to ensure your message makes it past the teacher's desk and doesn't get lost in the bottom of the school bag is to distribute it in the form of a gift or voucher for students. Think of relevant and interesting gift ideas that schools will love that also give you the opportunity to inform the parents at home on what you do and how their child can get involved. I.e:

- Complimentary voucher for a student's first round in your league
- Tennis branded drink bottle with notice/promotion inside

4. USE YOUR EXPERTISE

Schools are continuously looking for great information on healthy lifestyles and physical activity to use in their lesson plans or to encourage their students and families to become more active. Providing health tips and information to classes that relate back to your programs can be a great way to give real benefit to your local school, whilst also allowing you to promote what you do (and how good you are at doing it!).

5. SCHOOL WEBSITE

Check out the school's website and see whether they have a What's On, sport & health or other relevant page where you could contribute some content and information about your local club. If you have your own website, make sure the information you list on the school site links back to yours for more information and to book!



6. SCHOOL ASSEMBLY

For a volunteer at your club who loves the lime light! Sometimes the best way to get your message across is to think outside the box and present what you want to say in a way that gets the kids excited or interested enough to tell mum & dad all about it when they get home from school. Your best chance to do this on a large scale to students is through a school assembly.

Not just anybody can get on the assembly agenda... Your message needs to be relevant and have obvious benefit to the students/school. Some examples are:

- Bringing **Terry the Tennis Ball** or your club mascot along to say hi
- Offering donations to the school (old tennis balls)
- Holding a school competition such as a Colouring in comp related to your clubs

7. SCHOOL FETES

Most schools hold an annual school fete giving their students and families the chance to enjoy a fun day out of activities and entertainment. Think about an activity you could run on the day or another way you can support the school (prizes, gifts, donations) that will also give you the opportunity to promote your club.

Some affiliated clubs may also be able to hire Tennis Queensland equipment such as mini courts, hit the target games and more to use on the day. Hire of these items is included in your affiliation, however these items are subject to availability as well as your ability to pick up from their location. Chat to your Participation Leader for more information.

If the local school fete is still some time away, think of other events linked to the school that you may be able to support. Athletics Carnivals, Fun Run days and O-Weeks are just a few other events that may be on the horizon where you could contribute some extra ideas to make the day lots of fun for students.

NOW WE'RE ROLLING...

Here are some bonus tips to give you the best shot with new markets from your local school.



SCHOOL OPEN AFTERNOON

Why not hold an open day (or after school event) unique and free for students of a particular school and their families. You can distribute information to the families via one of the seven ideas from this guide!

For some students, starting a new sport or league can be intimidating - especially as a beginner in a new environment - so this opportunity provides a taste of the fun in a welcoming environment while they are surrounded with friends and peers.

FACILITATE A TEACHERS' TENNIS DAY

The local school teachers and school staff are key to your ability to promote to students. Why not give them a sneak peek at the fun and active programs you have on offer so they can see first hand the benefits of getting their students involved.

You may find there is another great adult social market in the making if the teaching group get a taste for the competition and want to come back for more!

