



TENNIS IRELAND
RESOURCES

ORGANIZING AN OPEN DAY at YOUR CLUB

WHAT AND WHY?

The idea behind the Open Day strategy is simple: all-comers are invited to visit the club and try the game - to “**Test Drive Tennis**”. Over the past few years, Open Days have proved to be excellent opportunities for tennis clubs in Ireland to actively recruit new members.

There are many people in your community who would like to try tennis, and maybe take it up on a permanent basis and join your club. There are many parents who would love their children to take part in a sport that has so many positives. But tennis clubs can appear to be intimidating places, where non-members may not tread! An Open Day is designed firstly to let **everyone** know that they are welcome to come to the club, try the game and check out the facilities. A well-organized committee will be able to convert many of these visitors into club members.

Open Days are straightforward to organise, proven effective and can be run on a budget that suits the club.

STEP ONE

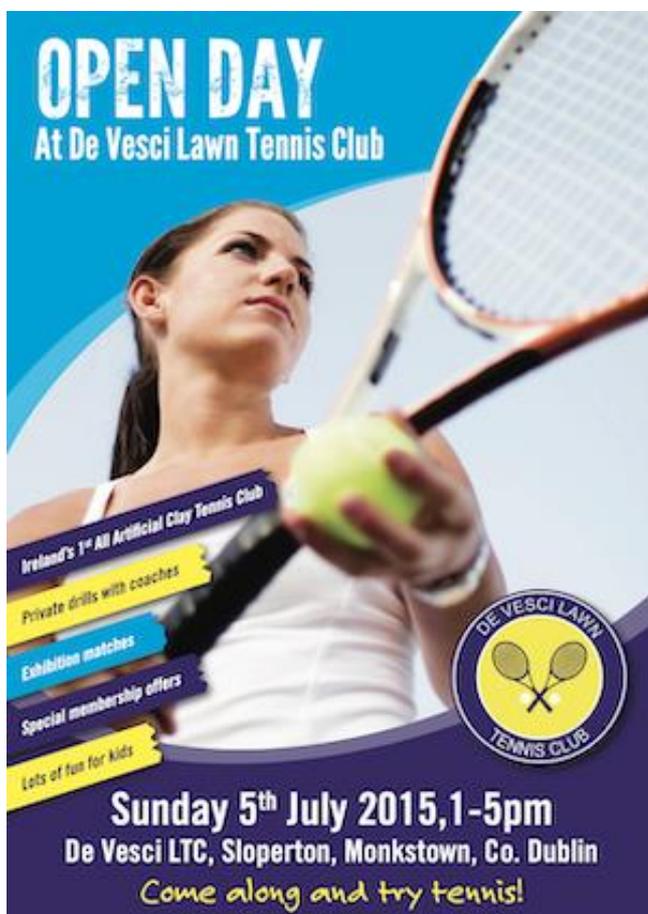
A small sub-committee dedicated to make the Open Day a success should be appointed. These volunteers can then consider and add to the ideas below. In planning the on-court aspects of the day it will be very useful to involve your club coach in the sub-committee.

PREPARING FOR THE DAY

PUBLICITY

A successful Open Day depends on getting a good attendance. To achieve high turnout, implement an effective programme to publicise the event. In your publicity, stress the benefits of tennis:

- Proven to be a very healthy sport to play.
- Great fun!
- A sport for a lifetime.
- Families can play together.
- Great social scene.
- Safe to play – non contact.
- Naturally socially-distanced.



GENERATING AWARENESS

- Use the club's Social Media. Members could also be asked to use their own accounts.
- Write articles for local newspapers.
- Speak on local radio.
- Place signs on supermarket noticeboards.
- Place posters in schools, and have announcements made.

- Place banners at the club entrance.
- Place signs at approach roads/roundabouts (subject to planning permission and safety).
- Ask each member to 'bring a friend' on the day.



- Give a membership to a local radio station as a prize, in return for them mentioning the Open Day an agreed number of times.
- Everyone who attends the Open Day goes into a raffle for a free membership.

QUOTES FROM CLUBS:

"Great day and great to see tennis getting more attention and positive activities".

"Our membership is full, but still good to have a healthy interest in the club and make it less elitist".

"Our Open Day was successful on two fronts;

- *signing up new members on the day*
- *a significant contributor to the general promotion of the club at a key time of the year".*

"We are making moves to ensure the club plays a more active role in the community. We are organising two further Open Days, taking tennis to different local events with pop up nets and allowing people to give tennis a try".

ON THE DAY

MUST HAVES

1. Committee members on hand to greet visitors and answer questions.
2. Club members ready to go on court and rally with visitors.
3. Dedicated 'sign-up desk' to record names and email addresses and accept new members.
4. Coaching staff organising on-court activities.
5. Refreshments.

NICE TO HAVE

1. Decorate the club with balloons and banners to generate a fun atmosphere.
2. An exhibition match featuring some of the club's top players.
3. 'Pro Court' – set up a court with an umpire, lines people and ball boys/girls. Encourage visitors to try the 'pro experience'.
4. Ice cream van.
5. Are any 'celebrities' or famous people members of the club, or a friend of a member? They act as great draws to events like this.
6. Sports retailer on-site with demo racquets/special offers on equipment.
7. Speed gun – *"how fast is your serve"*?

FAMILY OPEN DAY

TEMPLEOGUE TENNIS CLUB

SUNDAY 8th JULY
12 noon to 4pm

BBQ - Bouncy Castles
Tennis Demos - Coaching
Kids Games - Fitness

Bring the whole family to see what your local club has to offer, meet our members and coaches, enjoy a BBQ, and play - or just watch - some tennis!

INDOOR TENNIS FROM WINTER 2018
• 12 COURTS
• KIDS SUMMER CAMPS

Templeogue Tennis Club, Templeogue Village
Phone: 01 490 2760
www.templeoquetennis.com

SPECIAL OFFERS

It makes sense to have some special offers for those who join as a result of the Open Day. Options include:

- Percentage discount for those who join on the day (or within one week).
- A three-month membership option for those not ready to commit fully as yet.
- Fees payable monthly through direct debit/standing order.
- Free coaching voucher.
- Discount voucher for equipment (from local sports shop).



We asked some clubs that have held Open Days what activities were the most popular with their attendees:

- Fun drills and games, general on court activities.
- Free coaching sessions.
- Demonstration matches.
- Tracking the fastest serve with a speed radar gun.
- Davis Cup Player James Cluskey playing tennis with kids and adults.
- Bouncy castle and face painting.
- Wimbledon final on TV.
- Barbeque.
- Using ball machine.
- Tennis colouring competition.



AFTER THE DAY

1. Email attendees who didn't join on the day. Remind them that the 'special membership offer' you had on Open Day is still available. Invite them back for a game with a member.
2. New members should get some free group coaching sessions. They will meet other new members who are in the group, meet the coach, get better at tennis and get familiar with the club.
3. New members should be given a 'Mentor' who will undertake to arrange four games of doubles for them over the first month of their membership. Great for helping the new member to 'settle in'.



The poster features the Deerpark Tennis Club logo at the top, which includes a tree icon and the text 'DEERPARK Tennis Club'. Below the logo, the words 'OPEN DAY' are written in large, bold, green letters with a yellow outline. Underneath, the date and time are listed: 'SATURDAY 8TH JULY' and '11^{AM} - 3^{PM}'. The bottom section of the poster lists activities in a handwritten-style font: 'STRAWBERRIES & CREAM', 'SAMPLE CLASSES WITH EXPERIENCED COACHES', 'EXPLORE MEMBERSHIP OPTIONS', and 'INFORMATION ON SUMMER CAMPS'. A green tennis ball is shown in the bottom left corner, partially overlapping a tennis net graphic.

MORE IS BETTER...

An annual Open Day is essential. Two or three each year is better.

A further development would be to advertise that the first Monday of each month between 7 and 8pm (for example) is an "Open Session" – everybody is welcome to attend, as at the annual Open Day, and the same benefits are available.

NEED FURTHER GUIDANCE?

Get in touch with your Provincial Branch

Leinster: 01 269 6024

Ulster: 028 9038 3808

Munster: 087 706 1230

Connacht: 086 351 4123