I. The State of Tennis
A. Tennis in comparison to other sports
B. Tennis in comparison to non-sport activities
C. The need to adapt and innovate
D. The need for organized play

II. Fun Tennis Formats and Events for New Players
A. Transition Tennis Leagues
B. Transition Tennis Round Robins & Tournaments
C. Improved Rallyball Format
D. Others...

III. Fun Tennis Formats and Events for Existing Players
A. Group Idea Exchange
B. The Top 10 List of Fun Tennis Events!

IV. Fun Tennis Formats and Events for Competitive Players
A. Modified Match Play Situations
B. Tournament Formats
C. Tiebreaker Options

V. Organizing an Event from Scratch: Group Exercise
A. Kids Day Event—Tennis Courts
B. “Street Clinic” for Kids and Adults
C. Corporate Tennis League Kickoff Party
D. Youth Tennis Registration Day

VI. Application of Key Learnings and Summary

PUTTING FUN BACK INTO FUNDRAISING!
Community Tennis Fundraisers and Special Events
Jason Jamison, USA Tennis CTA National Trainer

Trainer's Agenda

I. **Ice-breaker**: Hidden $20 bill under one of the chair’s in the room (trainer’s chair); People mix around, move to the front, money is discovered by trainer; Moral of the story: money is not going to be just lying around, you have to go out and get it—but it can be a lot of fun in the process

II. **Climate Setter**: Probe audience to find out general level of experience in hosting tennis events and raising funds for tennis; How many have had good experiences? Not so good?

III. **Objectives**: Same as learning outcomes listed above—general theme: Tennis events do not have to be extravagant to be worthwhile.

IV. **Experience # 1—Group brainstorming**: There are many ways to try and generate funds for tennis . . . What are some of the advantages of hosting special events as a means to raise money? Chart responses; use encouragers, paraphrase, summarize.

V. **Experience #2**: Share with the individuals at your table an example of an event you were involved with—what worked, what didn’t; Solicit from the group examples—chart and archive. (Followed by processing and concluding/generalizing.)

VI. **Experience # 3**: Best Practices Lecturette—include handout of practical yet successful tennis events and fundraising activities that have been used around the country and the world. Audience chooses an activity from previous brainstorming to be used to complete the Top 10 list. (Process and conclude.)

VII. **Experience # 4**: SWOT Analysis of 1-2 events—large group discussion and recording. Identify key factors for success and recognize potential shortcomings and pitfalls for events. Discuss how to adapt to various community situations. (Process and conclude.) Note: SWOT Analysis can be reduced based on time constraints.

VIII. **Application of Key Learnings and Summary**: Have participants journal one idea from the session that they will implement in their respective communities.