

CLUB MODEL

CLUB MODEL THE MODEL COMMUNITY CLUB
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FEATURES:

1. A friendly place to play regardless of level.
2. Special attention to new members to get them “belonging”. The welcome mat is always open
3. Fair share court time for all, not just the same league players or the ‘old guard’. Everyone pays the same fee to join.
4. Provides something for everyone, casual/competitive play and social events. Good programs a must.
5. An executive led by a president who brings it all together. Each executive member is responsible for a part of the action. A team approach.
6. A proper constitution in place (see sample constitution IN SECTION 3) describing the working mechanics for the conduct of club business. A must feature of any organized club.
7. A structured junior program. They are the future.
8. A certified instructor/coach with a contract spelling out what you expect and what they will get in return.
9. An active social director for mix and meet events. The name of the is game fun.
10. A treasurer who can keep books, follow a budget and watch over club finances in a competent way.
11. A grounds director providing the best playing conditions possible.
12. A tournament director who communicates information on internal (the club) and external (NYTA\OTA) competitive events.
13. A catchy club newsletter.
14. A first class membership application.
15. Clear concise club rules posted for all to see and obey.
16. Good minutes taken at all meetings.
17. Close liaison with NYTA/OTA

QUESTION: COULD YOUR CLUB BE THE MODEL? IF NOT, WHY NOT? WORK ON IT.

SAMPLE FOR MINUTES OF CLUB MEETINGS

The Secretary should take the minutes of all club meetings with copies to all members of the Executive.

These minutes should be retained for the life of the club and handed over the years to each new executive.

An example of the components of minutes follows. Your Secretary may use this as a guide.

**REMEMBER TO PASS YOUR MINUTES FROM ONE EXECUTIVE TO THE NEXT.
THEY ARE THE HISTORY OF YOUR CLUB.**

Components of Minutes

The minutes of meetings are intended for the information and guidance of the executive or the membership. They should contain:

1. Name of the club.
2. The date, time and place of the meeting.
3. The kind of meeting. (Executive, Sub-Committee, or Annual).
4. The purpose of the meeting, if the meeting was called for a specific purpose.
5. The name of the chairperson.
6. The name of the secretary.
7. The names of members present and absent.
8. Approval of minutes of the last meeting followed by business arising.
9. Brief details of key points of verbal reports. Attachments to the minutes of written reports, with brief reference of their nature or substance.
10. Each motion made and the outcome of the vote should be in a separate paragraph: all motions that were made and not withdrawn and whether they were carried or lost, referred to a committee or postponed. The motion should be in the exact words of the persons who made them, and the motion moved by and seconded by names recorded. The minutes should not record what was said in the discussion of the motion.
11. The number of affirmative or negative votes when voting by yeas or nays. The names of people against should be recorded.
12. If no formal action of any kind is taken on an issue, state the fact and mention there was discussion on the item.
13. The manner and exact time of adjournment.
14. The secretary's signature. When the minutes are published, the President's signature should follow that of the secretary.
15. The minutes should not be written as an essay or newspaper article.
16. They should not contain the opinion or personal comments of the secretary.

SAMPLE OF MEMBER RETENTION QUESTIONNAIRE

To : _____ Former member (s)

From: _____ Community Tennis Club

You were a member and we want YOU back!

To help us find out what some people want at our club please take just a few moments, answer some questions and return this piece in the enclosed envelope. If you are coming back please enclose application and cheque.

What's your level? Beginner ____ Intermediate ____ Advanced ____

Your present phone number. _____

Are you still playing tennis! Circle one Yes No

Why did you not join again?

Is our club a friendly place?

What did you enjoy?

Is there anything you did not like?

What can we do to have you come back?

I am joining and return my application and cheque.

MARKETING YOUR TENNIS CLUB

Which clubs can benefit from a marketing program?

- Clubs which did not maximize their membership potential last year
- Clubs with several years of declining membership
- Clubs which, historically, have had substantial waiting lists and now have little or none

When to start?

- Marketing your club, particularly membership retention/recruitment, must be part of the annual planning process
- Begin shortly after membership renewals have gone out
- Waiting until the season is under way may be "too little too late" as potential members may already have joined other clubs.

Ways to "Get the Message Out"

- On-site signs clearly providing telephone number and address for membership information
- Advertisements/articles in local neighborhood publications — accompanying photos can catch attention
- Notices in nearby schools, libraries, community centers, supermarket bulletin boards, etc
- Brochures outlining various club activities, programs and benefits distributed throughout the neighborhood and to interested people
- O.T.A. website — Member Clubs page, and the provincial map page
- Mail an extra copy of your membership form to last year's members, for them to pass along

Ways to get new and returning members to "Sign the bottom line"

- Early bird discounts
- Prizes/incentives to returning members who manage to bring (sign up) a first time member (i.e. T-shirt, membership discount, free tennis clinic, can of balls etc)
- New member bonus (i.e. luck draw, discounted tennis clinics, gift certificate, draw for a tennis related prize, etc.)

Membership Follow-up

If previous members have not rejoined, call to find out why not Look for membership feedback on the programs your club offers

PLANNING YOUR SEASON

Overview

- Start early — hold "handover" meeting shortly after the AGM and election of the new Board
- Schedule all Board meetings for the year
- Review previous year — what worked, what didn't? What needs to be changed?
- Generate new ideas
- Produce detailed plan for the season including objectives which are specific and measurable
- Consider long term (1-5 years) as well as current season and plan for major capital expenditures (resurfacing, new lights, clubhouse improvements)
- Hold mid-season review and amend plan if necessary
- Hold end-of-season review and prepare recommendations for next year's Board

Membership/Marketing

Review Membership trends over last 2 — 3 years, set this year's target, and market accordingly

Know your usual retention rate and monitor this year's results phone those who don't renew (shortfalls in renewals can impact budget)

Make new members feel welcome (buddy system/events specifically for new members)

Communications

- Two-way (put a survey on the membership renewal form or new member application; have a suggestion box in clubhouse)
- Newsletters (keep members informed and entertained)
- Club calendars (with dates teams play at home, social events, tournaments, etc)
- Telephone calls (to encourage participation in social events, house leagues, tournaments, etc.)
- Club directory
- Website

Finance

Early in the year, prepare budget or review budget prepared by previous Board and amend as desired

- Monitor renewals and new member numbers
- Be prepared to adjust expenses in accordance with income

Approach sponsors early, keep them informed, and report results