Welcome to the
USTA Southwest
Tennis On Campus Program!
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports Club: Creating a Club Tennis Team</td>
<td>2</td>
</tr>
<tr>
<td>Where Do I Begin?</td>
<td>3</td>
</tr>
<tr>
<td>Establishing the Club</td>
<td>4-5</td>
</tr>
<tr>
<td>Recruitment</td>
<td>6-8</td>
</tr>
<tr>
<td>Running the Club (Practices, Coaching, Matches, and Tournaments)</td>
<td>8-9</td>
</tr>
<tr>
<td>Financial Aspects: Team Costs and Funding</td>
<td>10-11</td>
</tr>
<tr>
<td>Fundraising</td>
<td>12</td>
</tr>
<tr>
<td>USTA Southwest Resources</td>
<td>13</td>
</tr>
<tr>
<td>USTA National Partners</td>
<td>14-15</td>
</tr>
</tbody>
</table>
What Is a Sport Club?

A sport club is a group of students that organize voluntarily to further their common interest in an activity through participation and competition. While some institutions refer to them as “club sports,” and others call them “sport clubs,” for the purpose of this guidebook “sport clubs” will be used.

The key to success of sport club programs is student leadership, interest, involvement, and participation. The clubs should be a learning experience for the members through their involvement in fund-raising, public relations, organization, administration, budgeting, and scheduling—as well as the development of skills in their particular sport. They are formed through the recreational sports department of your school and span the sporting world from martial arts and fencing to soccer and, soon on your campus, tennis! Your tennis club will be formed, developed, governed, and administered by your student membership, along with the recreational department of your school. With this guidebook, you will be able to maximize all of these areas for your club.

What's the differences between a sport club and intramural sports?

NIRSA’s official definitions:

**Intramural:**
Within the walls or boundaries of the institution. Intramurals develop sport leagues for play on a single campus. These leagues are usually run over a short period of time (seasonally).

**Extramural:**
Intramural teams from one school play intramural teams from other schools.

**Sport Clubs:**
Recognized student organization on campus that competes against other sport clubs, generally at a higher level of competition. For tennis, competition comes in the form of a weekend tournament. Your sport club tennis team will organize students with an interest in tennis and provide them with a year-round opportunity to play and practice together, compete against each other, compete together against other schools in intercollegiate competition, and socialize together. In addition, your sport club tennis team has the ability to modify program offerings at any time based on student needs and interests. Forming a club tennis team offers students advantages that intramurals cannot.

**What’s the difference between a sports club and a varsity tennis program?**

Varsity tennis programs are very structured, funded by the school, feature intercollegiate competition, hire coaches, recruit, make competitive cuts, etc. Forming a club tennis team allows many of the benefits of varsity athletics, like intercollegiate competition, regular practices, year-round tennis, and travel opportunities. In addition, most club teams are coed, which increases the fun and social opportunities for team members. Another difference between the two is that varsity tennis programs are often fully subsidized by the athletics department, while sport clubs have to rely heavily on the fundraising efforts of the team members.

In short, your club tennis program will fall somewhere on the spectrum between intramural and varsity athletics in both funding and skill levels. The beauty is that you and the members of your club tennis team have the opportunity each and every day to create the program that is right for you and your campus!
Where Do I Begin?

Contact Your Local USTA Tennis On Campus Coordinator

Your collegiate contact will be very excited to hear that you want to start a sport club tennis team. They will have some more information for you on starting your own sport club will be able to put you in touch with some other clubs to play against and talk to while you set up your club, will have information to help you fundraise, market, and program your club, etc. Obviously, the collegiate contact in your section is an invaluable resource. Your **Southwest USTA collegiate contact** is Ashley Redman and she can be reached at aredman@southwest.usta.com or at (480) 289-2354 x104.

Contact a Few Key People On Campus

The first stop on the road to becoming a recognized sport club at your school is your **Recreational Sports Department**. There, you will need to contact the recreational sports director, who is in charge of all recreational endeavors outside of varsity athletics, including sport clubs. The recreational sports department may also be your **student activities office**. Depending on the size of your school, you may be referred to someone else in the department who deals specifically with sport clubs. Either way, this is a very important person for you to become acquainted with. He or she will have information tailored to your school regarding the process of becoming an official student organization and a recognized sport club, and you will deal with this person on a weekly, if not daily, basis throughout the year. Share with them your vision of creating a club tennis team on campus, ask them what you need to do to make that happen, and see how you can best work together to accomplish this goal.

Another person in the recreational sports department whom you may want to talk to is the **Intramural Director**, who is in charge of all intramural sports activities on your campus, from flag football to the weekend tennis tournament. He or she should have a list of students who have recently participated in an intramural tennis event, which you can use as your starting list for interested people on your campus. This person can also put you in touch with others who may be able to help you form your sport club tennis team, like the manager of the tennis facility on campus.

The **Manager of the Tennis Facility on your Campus** is yet another person that you will want to become well acquainted with. The manager may be the varsity tennis coach or a separate facility director. If your campus does not have tennis courts, you can look into the nearest tennis facility and contact the director about court usage. The importance of this relationship cannot be stressed enough if you are in the northern part of the country and have to contend with freezing weather by playing inside during the winter. The facility manager will help you schedule court time for your club, both for regular practice sessions and for matches. It is crucial that you meet with him or her to avoid conflicts with the varsity tennis team and tournaments or other events that they may host. Your recreational sports director should be able to put you in touch with the tennis facility manager.

You should be able to find contact information for the above people on your school’s recreational sports department website. It is important to...

Network with Other Students

Of all of the people you will meet, your own student population is the most important. They are the ones who will become **Members of your Sport Club Tennis Team**, the ones who will help you run the team behind the scenes, and the ones who will become your friends and teammates on campus. Another invaluable resource amongst your peers are the **Leaders of Other Student Organizations** on your campus. Talk to your rec-sports director and obtain a list of other sport club presidents. Contacting some of them and setting up a short meeting would be a good idea. They are in the same position that you are, just with another sport. They will be able to help guide you in the right direction with the structure of your new club tennis team, will have some valuable insight into the recreational sports department on your campus and how it functions, and will be able to answer many of the questions that will arise throughout this process.

You should also establish strong relationships with the **Student Government and Activities Leadership Groups** on campus. These organizations are usually responsible for deciding how all of the money from the student fees that are built into your tuition gets distributed. Some of this money is for recreational sport endeavors, like your club tennis team. Not knowing these people and how these organizations operate could potentially cost your team thousands of dollars in missed funding! Find out who these people are on your campus and meet with them. You will most likely need to register your team with the student activities council the semester before you request funding from them, and be prepared to submit a semester budget for your team as well. Make sure to attend some of their meetings, too; they can be great places to network with other campus leaders and will provide you with some great ideas about campus fundraising, promotion, and organization.

"Southwest Form a Club Manual 5"
Establishing the Club

Step 1: Apply to Be a Recognized Club

This is the most important paperwork step along the way. You need to officially apply to become a recognized sport club with your recreational sports department. Talk to your recreational sports director to get more information about this. He or she will have specific information tailored to your school—and perhaps your club. Every school is different when it comes to this process. At some schools, you may simply have to fill out a form, while at others you may have to organize yourselves and function as a non-recognized club tennis team for a year before you can become recognized. Collegiate recreational sports departments often give minimal funding to recognized sport clubs, and in some cases student leadership organizations may also have funds available for recognized sport clubs. Talk to your rec-sports director for details at your school. This process may also involve finding a faculty or staff advisor, so be prepared for that. Your faculty advisor can be a professor, the tennis coach for the university, the intramural director, or even the secretary of your college. Check with your rec-sports director regarding the policy for faculty/staff advisors.

Step 2: Develop a Leadership Team

Running a tennis club is not an easy task for one person— you’ll need a team to help you! Your recreational sports director should have a structure that you can follow to set up your club tennis team’s Governing Board. If they do not have one available to give to you, the following is a standard structure that has been very successful in the past for numerous organizations. This structure and the duties of each position are outlined below:

- **President.** This is the most crucial position on the governing board. The elected president will be the liaison between the club and the rec-sports department; attend all required rec-sports meetings; inform club members of policies, procedures, expectations and regulations that must be followed; familiarize incoming officers with how the board runs; submit all paperwork to the appropriate people; arrange facility reservations; oversee the club’s financial obligations; make all travel arrangements for the club (rental vehicles, hotels, contacting other club teams, etc.); lead fundraising activities; lead communication efforts within the team and between the team and other parties; and generally oversee the duties of all other board members.

- **Vice President.** Assists the president in all duties, namely travel arrangements, scheduling, fundraising, and communication.

- **Treasurer.** Keeps the recreational sports program staff up to date on the financial status of your club, keeps current financial records, prepares a yearly budget, initiates and ensures all club members assume responsibility for generating funds.

- **Secretary.** Keeps accurate records of all meetings, makes sure the club’s website is up to date, and leads the organization for team social events.

- **Committees.** Using committees effectively can greatly reduce the workload of your officers. Certain activities you may want to form committees for include away trips, social events, and fundraising.

*If you do not have any other interested students at this point, begin recruiting for the club and you can see who is interested in a leadership position at your first club meeting. See recruitment ideas on page 8.*
Step 3: Develop an E-mail Address

You’ll need a way for people to contact your club team. The best way to do this is to develop a generic email address that officers can all access. You can set this up through yahoo, gmail, whichever email server you choose. Example generic email address include; nmsuclubtennis@gmail.com, arizonaclubtennis@yahoo.com; loboclubtennis@gmail.com, etc. A club email address is key in allowing potential club members, other club presidents, your school’s activities office, your faculty adviser, your USTA collegiate contact and other to ask questions, inquire about the club, and get information to you about upcoming events. Having a generic email address will also help in turnover within your leadership team. You don’t want your president to graduate and all tennis club contacts that went through their personal email account be gone when they left! It’s also important that more than one person has access to the email account, that way anyone can respond to potential club members with inquiries.

Step 4: Create a Facebook Page

Another way to be efficient on how you contact new or existing members is in the use of Facebook. In this day in age, everyone in college will more likely have a facebook, and might even be the easiest way to get in contact with them. You can develop a group facebook page through the club email address you created. Again, make sure you give access to your club officers so that more than one person can update the page regarding practices, upcoming events, etc.

Step 5: Create a website

Setting up a website is a very easy and efficient way to help organize your sport club. It can be used to attract new members, update current members, keep members in touch with each other, keep statistics for the club, raise awareness of your sport club on campus and in your community, keep past members in touch with the club, etc. Things that you may want to include are a team roster, pictures, practice information, contact information, schedule, directions to your tennis facility, etc. Setting up your website early on in this process will make life much easier on you.

You will be able to advertise your club and distribute up-to-date and accurate information to interested people. If you do not know how to create a website, talk to your recreational sports director or campus it department, or other students who might have web design experience and ask them to point you in the right direction. It is very likely that once your sport club is formed there will be someone who will be well-versed with things of this nature and will be able to take on some of these responsibilities.

Setting up the way you will communicate with others in key into getting your tennis club started. If you don’t have an established way of communication, know one will hear about you and you won’t be able to help spread the word about your amazing new club!
Recruit, Recruit, Recruit!

Organize an Informational Meeting/Kick Off Event

The most efficient way to find and coordinate students who are interested in joining your new sport club tennis team is to organize an informational mass meeting. Talk to your recreational sports director for help with this; they should have plenty of experience with them.

Set a date for the informational meeting.

Make sure to give yourself enough time to let people know about it and to organize the information that you want to distribute.

Secure a large room or reserve an area at the courts

Your turnout will be greater than you expect, so make sure you have enough space. You can talk to your facility manager or intramural director about securing an area for the meeting.

Spread the word!

Make **Posters** and **Flyers** and strategically place them in high traffic areas around your campus. Good places for this are the recreational sports building, near your tennis facility, in dormitories, on the ground on busy sidewalks, on buses and at bus stations, and on poles and walls near busy pedestrian crossings.

You may also want to try **Chalking Sidewalks**, placing an advertisement in your **School Newspaper**, or posting information on your **Website/Facebook** (both your sport club tennis team’s new website and the recreational sports website). On your posters, make sure to include the meeting day, time, and place, along with your contact information. Your recreational sports director will be able to advise you on appropriate and acceptable means of promotion.

At your informational meeting, you will be able to share your vision of a sport club tennis team with your peers. After reading the rest of this guidebook and doing a little bit of work, you will be able to explain when you will play, where you will play, how the club will be structured, what the costs are, what teams you will play, what fundraisers you will do to keep costs low for them, etc.

*If your meeting is at the courts, let people know that they can bring their tennis gear and hit around for a while, maybe even provide pizza, and then bring everyone together for the meeting.*

Now that you have all of these people together, though, you need to get all of their contact information to keep them updated. **Come prepared with plenty of paper and pencils and ask people to write down their name, e-mail address, and phone numbers.** Voilà! You now have the tools necessary to distribute more information about your sport club tennis team to a large group of people in a short amount of time.
Campus Days

At the beginning of the academic year, almost all colleges have organized events to introduce students to the range of extracurricular activities that await them. There are normally two specific kinds of events in this category, both of which you and your club will want to be a part of. The first is National Recreational Sports Day. This celebration is put on by your college’s recreational sports department and showcases all sport clubs, intramural sports, and other recreational sport endeavors on campus.

The second event is a school-wide event that is open to all student organizations. This includes sororities and fraternities, clubs, sport clubs, political groups, etc. Make certain that you are a part of these events! Many students will come looking for information about your new sport club tennis team.

If you have a booth or table, there are several things that you will want handy. Create some kind of large sign or poster to attract people to your area. You may also want to have a few racquets and tennis balls lying on your table, too. You will need flyers to pass out to people. If the event is before your mass meeting (which is a great scenario to have if you can coordinate it), then use the same flyers that you were posting around campus that have the meeting day, time, and place, along with your contact information.

Also, make sure to use this opportunity to obtain the interested students’ contact information. Come prepared with paper and pen to take their names, e-mail addresses, and phone numbers. Now, you can add these names to your group e-mail list!

Email Lists

Now that you have all of these e-mail addresses from people interested in joining your new sport club tennis team, it’s time to create a team e-mail list. With the team e-mail list you will now be able to send an e-mail to the entire team with just a single e-mail address. Your school should have an easy step-by-step process that will direct you through the setup process. If you do not know how to create a group e-mail list, talk to your rec-sports director or campus computing department and ask them for help.

After you establish your club, it is a good idea to create a few other e-mail lists for different purposes. Create one for your sport club officers so that they may communicate easily amongst each other. Create one for your team after you get everything rolling to keep them up to date. Create one for interested students who are not on your team to keep them in the loop.

Create one for alumni of your sport club tennis team. After they graduate and start making the big bucks, they will want to give back to the program that gave so much to them! Finally, create one for parents, friends, and fans to keep them involved. Sending out directions to matches and match schedules are greatly appreciated by these people and, again, it helps create a larger tennis family and larger support base for your sport club tennis team!
Running the Club

Practices

Before any practices can begin, you must secure a facility. If you do not have courts on your campus, your recreational sports director and/or USTA collegiate contact may be able to help you with finding courts. More importantly you need to contact your tennis facility’s manager about how to Reserve Court Time. Hopefully, you’ve already talked with them and they know you will be calling to discuss permanent court time. One advantage to setting permanent court time, besides being guaranteed your courts, is that you may be able to get them at a Reduced Rate. This is when a great relationship with the facility manager can become very helpful. The more flexible they are and the more willing they are to help you out, the easier your job becomes. Do not be surprised if you end up having to hold your practices at odd hours, though. If you play at the same facility as your school’s varsity tennis team, they will have priority over your sport club team.

Also at this point, you should have a rough estimate regarding the number of members in your club. This is vital to reserve the right amount of courts: too many and you waste your own money and valuable court time for others, too few and people have to sit. To maximize everyone’s time on the court and the club’s dollar, Plan on Four People per Court to Start With. This means that it will be tight, but everyone will be able to play all of the time. Then you can either reserve more or less depending on how things are going. Some of the advantages to reserving more courts include room for singles play and room for drilling. Again, once you get into the groove of things, it will be easy to see what will work for your club.

Your practice schedule will depend on many things: the Number of People you have on your club tennis team, the Availability of the Tennis Facility, and the Availability of your Members. One way that you can make it easy on your members is to Give Some Options and offer two different practice sessions per week, of which they may attend one. For example, if you have 40 people on your team, you could offer one practice on Monday night and one practice on Wednesday night. The team members could choose which one they would rather attend based on their schedules (classes, exams, other clubs, etc.). You will have to be ready to be flexible, as will the members of the club.

Your practice structure is yet another thing that you get to adapt to your club’s specific needs. Some people want to drill, some want to play singles, some want to play doubles, some want to play games. Again, it is very important to Listen to Your Members and Their Needs. Make sure that they are happy with the tennis. It is the foundation of the club. Keep it simple and keep it fresh, and you should have no problems.
Coaching

Searching for a coach can be a good idea, but it is definitely not necessary. They can provide Structure at Practices and an authority figure when one is needed. They can also take care of some of the behind-the-scenes work of running the club, thus relieving you and your board of some duties. Many people see coaching sport club teams as a great way to Strengthen their Tennis Experience and may be willing to volunteer their time; this situation can work well for both the coach and the team. Some good places to start looking for a volunteer coach are Current Players at your tennis facility, Former Tennis– Playing Alumni, and Former Club Tennis Members. Be sure to follow the guidelines set forth by the Recreational Sports Department on hiring sport club coaches. Many have guidelines/contracts coaches must adhere to. Be familiar with these before recruiting a coach.

Setting Up Matches

During practice you can set up matches Within Your Club for competitive practice, for seeding purposes, or to determine a ladder system for your team. Also, you can contact other university club presidents about setting up a Dual Match with Another School. A dual match involves setting up competition with one other school usually takes place in a one-day format. Dual matches can give your players some better match experience than playing among themselves. Scheduling matches will simply take some effort in coordinating with your players, your facility, and with other club presidents. Contact you USTA Collegiate Contact for help if you need it.

Tournaments

Sending your team to tournaments is what of the highlight of your club team! You’ll need to have strong communication and coordination with your players, other club presidents, and your USTA Collegiate Contact. In the Southwest Section there are Four Major Club Tournament Events for your team to participate in, called the Southwest Tennis On Campus Series Events. All teams are encouraged to travel to at least two these tournaments. To qualify for the Southwest Section Championships, each player will need to have played in at least two matches throughout the year. These matches can come from participating in tournament or dual matches with other schools. There are also National Tournaments your club can attend including the Tennis On Campus Fall Invitational and the Tennis On Campus Spring Invitational. Participating in tournaments will help your team qualify for the Southwest Section Championships and the National Tennis On Campus Championships. The final option regarding tournaments is to Host Your Own! For help on how to run your own club tournament, please contact your USTA Collegiate Contact see the “How To Run a Tournament” Manual.
Money, Money, Money!

There are numerous costs associated with the effective existence of a sport club tennis team. Among them are:

1) Court Fees
2) Rec-Sports Participation Fees
3) Tennis Balls
4) League Dues
5) Travel Expenses
6) Uniforms
7) Team dues

**Court fees** can often be one of the most expensive things your sport club will have to pay for. If your team has to contend with snow in the winter, and you cannot negotiate free court time with your tennis facility, this will be your single largest expense. Make sure to take the time and budget as accurately as possible for this cost.

**Tennis balls** are another expense that your club will have to pay for on a regular basis. The way that your club integrates new balls into your stockpile, the number of people you have on your team, and the number of matches you play will all affect how many balls you will need and how much money you will need to budget for balls.

**Recreational Sports Department Fee**— Your department might charge each member of your sport club a nominal fee to be on the team and be associated with the school’s rec-sports department. This is usually a one-time fee, sometimes annually, sometimes per semester. Your recreational sports director will be able to tell you what this fee is, and once you know how many members you will have, you can budget the exact amount.

Another one-time fee that your club may face is **League Dues**. If your club joins a club tennis league in your area of the country, you may be charged a registration fee. Again, upon talking to the contact for the league, you will be able to budget an exact amount. In addition to league dues, sectional tournaments and national tournaments will most often have entry fees. Make sure to plan accordingly.

**Uniforms** are another cost that you and your club tennis team may incur. T-shirts are the least expensive route, though some of the newer athletic materials can be much nicer to play in. Depending on the shirt that you decide on, and if you also get matching shorts and skirts, this can be inexpensive or expensive. Make sure to get a feel for what your members want and what they are willing to pay for. There are some different ways that you can turn this expense into a fundraiser, too.

**Travel expenses** for away matches are another large cost. Included here are rental vehicles, gas, hotel rooms, and flights (depending on which tournaments your team participates in). This is the most difficult category to budget for. The easiest and most effective way to deal with travel expenses is to treat each trip individually. Most often the entire team does not travel, so whatever the total costs for one away match are would be split by the people who attend and play in the match.
Club Costs: How Do I Pay For This?!

**Funding**

Knowing all of the expenses is nice, but how are you to pay for it all? There are numerous sources of income for your club tennis team. From free money to fundraising, the more avenues that your club pursues, the less expensive it will be for each member of your sport club.

The primary way that your club will be funded is from **Member Dues**. These are the out-of-pocket expenses that your club tennis team’s members must pay to be a part of the club. Unfortunately, with the costs associated with the sport of tennis, it is unlikely, though not impossible, to entirely subsidize your team’s costs through free money and fundraising. Again, maximizing these sources of income will keep costs down for everyone!

The first source of income for your club besides out-of-pocket expenses is your **Recreational Sports Department**. Most recreational sports departments will budget a small amount of money for your club’s use. Sometimes this money can be used for anything your club needs. Most frequently, however, it may only be used for specific items, such as court time and equipment. Make sure to check with your recreational sports director. Most recreational sports departments will require you to submit a budget proposal to secure funding. This is free money for your sport club, and should be renewable every year!

Another source of free money can be your **Student Government**. Many times, student governments have application processes by which you can obtain either money that they have specifically set aside for sport clubs or money that they have set aside for any kind of student organization. Hopefully, you have already been in touch with your student government leadership. Ask what you need to do to become eligible for this money. You will most likely have to already be a recognized sport club, but they will have the specifics for you.

The **USTA, NIRSA, and ITA Grants** can all be sources of funding for program start-up and expansion. Check the NIRSA and ITA websites often — particularly in the late spring — for grant applications and criteria. Additional grants may be available through the USTA directly. Check with your local USTA contact and see what is currently available and if you qualify. The collegiate population is one that the USTA is looking to grow, thus new grants and other money frequently become available for your club. Check back often!

**Possible Financial Setups for Your Sport Club**

There are numerous ways that you can set up your sport club to run financially. The way that you choose to do it will depend on the nature of your club, and this, of course, could change over time. Before discussing the setup, you will need to **Open a Bank Account for the Club**. Ask your recreational sports director for assistance with this as there may be university guidelines for university versus non-university accounts. Make sure to get your non-profit organization number from your recreational sports director and set up your account as such at the bank. As a non-profit organization, you are eligible for the waiving of some fees along your path. Make sure to inquire about these at the bank, when you are making large purchases for your team (balls, uniforms, etc.), and when staying in hotels. **Also, make sure to get the Other Club Officer Names on the Account** so they can write checks, make deposits, etc. You will need to have your club tennis team’s members pay a certain amount of money (dependent upon your budget) to run the club: their **Club Dues**. When, how much, and how frequently you collect dues is up to you. You could do it **Annually, Per Semester, Per Month, or Per Time Participating**. Again, this will depend on the nature of your club.

Another financial obligation that you will have to contend with are matches, both home and away. It is very likely that your club will not be able to have each member participate in every match or go on every road trip. Therefore, the most simple and by far the easiest way to fairly deal with these costs is to **Treat Each Tournament as a Separate Event**. Financially separated from regularly scheduled practices, this allows those club members who participate in the event to fund it and does not force those who do not participate in it to pay for something that they are not partaking in. For **home matches**, this cost would cover court time and balls. For **away trips**, the costs would include transportation and lodging.
Fundraising

There are numerous ways that you and your sport club can fundraise to keep your club dues low. If you check with your recreational sports director, they should have a list of possible fundraising ideas that you can try from a simple carwash to alumni donations. Some of these will be better than others. Below are several of the most successful fundraising ideas that require minimal time and effort, yet yield the most money for your club.

- **Free Money.** Check with your rec-sports director, check with your USTA contacts, and with NIRSA. There are Grants out there waiting to be given to you and your club.

- **Sell T-Shirts or Water Bottles.** Make a T-shirt or water bottle with your school’s emblem (check with university trademark rights before using) and Club Name On It. Have these for sale on your team’s website, at all matches, and at all practices. Parents and friends of players will buy them, along with local fans of tennis. To generate funds at the beginning of the year, raise the first month’s club dues slightly and give every member a T-shirt or water bottle. This also advertises for your club!

- **Sponsorships.** Draft a letter and hand deliver them to the owners/managers of Local Businesses. If you form a partnership with a business, you can promote them on your website, on the back of your T-shirt, on your water bottles, or on a team banner in your tennis facility. Make sure to check with your recreational sports director for acceptable sponsorship businesses.

- **Alumni Donations.** Find tennis-playing alumni to help fund your sport club. A nicely drafted Letter with an invitation to watch a match or hit with your club would be nice. You could have space on your website to recognize them, too. Also, make sure to form contact lists for people who graduate from your club. In the future, they will be able to give back to the sport club that gave them so much!

- **Other Donations.** There are many people who would like to give you and your sport club tennis team money; you just have to find them. Parents of players, grandparents of players, friends of players, and other tennis players in the community are just a few examples. Be Creative in how you ask for the donations. One idea is to recognize them on your website; have different levels of donations (under $25, $25-$50, $50 or more) and list people under their category of donation.

- **Run a Tournament.** You can run a tournament for those Players On Your Campus that are not in your club, but still want to play under that format. This can raise money for your sport club, and will expose your club to other tennis players on your campus. You could also run an Club Alumni Tournament in which all the entry fees would go to supporting the club!

- **Run a Tennis Marathon.** Set up a mini-tennis court in a high traffic area On Your Campus. Have members of your sport club sign up for shifts to cover a 24-hour period. Make posters to advertise who you are, what you’re doing, and ask for donations for a specific cause (“Help send us to our Sectional/National tournament!”). This also exposes your sport club to other students on campus.
**USTA Southwest TOC Resources**

**Websites**

- www.tennisoncampus.com
- www.nirsao.org
- www.itatennis.com
- www.wtt.com
- www.tenniswarehouse.com
- www.southwest.usta.com/TennisOnCampus

Be sure to visit www.tennisoncampus.com for numerous program resources including:

- Marketing Materials
- Form a Sport Club Tennis Team on Your Campus Guidebook
- Guide to Tennis on College Campuses Guidebook
- Fundraising Resources
- On Court Practice Games
- Organizational Support
- Sample Materials/Forms

**Local Contacts**

Your local USTA Collegiate Contact is one your best resources regarding the USTA Tennis On Campus Program. However, you can also work closely with your local USTA representative to help get you started with the club and to help provide any guidance with running your club. You will find below a list of Local USTA Contacts:

- **Northern New Mexico**— Becky Lee at nnmtapprograms@gmail.com
- **Southern New Mexico and El Paso**— Bill Tepsick at btepsicktsr@gmail.com
- **Central Arizona**— Evan Smith at tsr@phoenixtennis.com
- **Southern Arizona**— Mark Swenson at sazcpc@gmail.com

**Community Tennis Program Grants**

The USTA Southwest Section is committed to growing tennis at all levels. A goal of the USTA Southwest Section is to offer grants to organizations and facilities interested in initiating or expanding tennis programs within our communities. Each year, the USTA Southwest Section Community Tennis Department awards grants to deserving programs and organizations that participate in USTA programs. The USTA Southwest Section welcomes all grant applications for any community-based tennis initiatives. If your club is interested in applying for a community program grant to help fund a program within your club please contact your USTA Collegiate Contact. The Community Funding Grant Application can be found on the USTA Southwest Website under grants and scholarships at www.southwest.usta.com. Grant applications are accepted and reviewed two times per year.

**November 15, 2012** – for programs that will take place beginning in January – June 2013. Applicants will be notified as to whether their grant has been accepted no later than December 15th and checks will be mailed the first week of January.

**May 15, 2013** – for programs that will take place beginning in July – December 2013. Applicants will be notified as to whether their grant has been accepted and checks will be mailed no later than June 15th.
TOC Resources: National Partners

United States Tennis Association (USTA)

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level—from local communities to the highest level of the professional game. It owns and operates the US Open, the largest annually attended sporting event in the world, and launched the US Open Series linking 10 summer tournaments to the US Open. In addition, it owns the 94 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. A not-for-profit organization with 675,000 members, it invests 100% of its proceeds in growing the game. For more information on the USTA, log on to usta.com.

The USTA has numerous people who can help you. Each of the USTA’s 17 sections has one person who serves as the collegiate contact. In some USTA sections, this is their only responsibility, while in others it falls under an umbrella of many duties. These people, with titles ranging from Collegiate Coordinator to Director of Community Tennis Development, are involved with everything relating to college tennis in their particular section. They work with varsity tennis programs, sport club tennis programs, intramural tennis programs, and high school players. They also work closely with NIRSA and the ITA to promote tennis on college campuses. These people work to keep varsity tennis programs from being dropped and to establish sport club tennis teams or other recreational tennis programs on campus.

The USTA also has two national staff members devoted to the Tennis On Campus program who will also be able to help you in your pursuit. They share many of the same responsibilities as the section collegiate contacts do and work together with them on the program. The National Manager for Collegiate Tennis is responsible for the Tennis On Campus program across the entire country. This person works on strategic development and implementation of national partnerships, tennis initiatives, programs, resources, and marketing services to support recruitment and retention of new players, former players, and existing players in college. The National Campus Tennis Coordinator is responsible for creating new club tennis teams on campuses where they are absent, organizing the already existing club tennis teams into regional leagues, increasing the communication between club tennis teams, and providing general support for all club tennis teams across the country.

<table>
<thead>
<tr>
<th>National STAFF</th>
<th>POSITION</th>
<th>EMAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glenn Arrington</td>
<td>National Manager, TOC</td>
<td><a href="mailto:arrington@usta.com">arrington@usta.com</a></td>
<td>(914) 255-3884</td>
</tr>
<tr>
<td>Kelly Goodhart</td>
<td>National Coordinator, TOC</td>
<td><a href="mailto:Goodhart@usta.com">Goodhart@usta.com</a></td>
<td>(914) 696-7114</td>
</tr>
</tbody>
</table>
National Intramural-Recreational Sports Association (NIRSA)

NIRSA is the leading resource for professional and student development, education, and research in collegiate recreational sports. What started out as a meeting between 22 African-American men and women from 11 historically black colleges in 1950 has evolved into an association of over 4,000 members on more than 825 college and university campuses nationwide. Today, NIRSA professionals manage complex high-tech facilities and equipment, highly skilled staff, and large operating budgets that directly impact millions of people on campuses around the country. Comprehensive information about NIRSA can be found at www.nirsa.org. Through the Campus Championship Series, NIRSA organizes and hosts national and regional intramural and sport club championship programs in five sports: soccer, volleyball, flag football, basketball, and tennis.

At NIRSA, you should contact the people involved in the National Sport Programs department. They help implement the USTA Campus Championship, assist with starting new programs like your sport club tennis team on college campuses, and work closely with your college’s recreational sports department.

Intercollegiate Tennis Association (ITA)

As the governing body of collegiate tennis, the Intercollegiate Tennis Association (ITA) promotes both the athletic and academic achievements of the collegiate tennis community (NCAA Division I, II, III, NAIA and Junior & Community College). The ITA, which is based in Skillman, N.J., administers numerous regional and national championships, the ITA Collegiate Summer Circuit (open to all tennis players), and the ITA Rankings for men’s and women’s varsity tennis at all levels. The ITA also has a comprehensive awards program for varsity players and coaches to honor excellence in academics, leadership, and sportsmanship. The official ITA website is www.itatennis.com. For those of you with varsity tennis programs already on campus, talk to the varsity coach (es). They are primarily in charge of the varsity team but are willing to help you in numerous ways. They have many connections with the tennis community, both on and off of your campus. In some cases, the varsity coach oversees the tennis facility. If he or she is not directly in charge of the facility, you will most likely be dealing with many of same administrators, such as the manager of the tennis facility. Striking up a positive relationship from the start with the varsity coach (es) will open more doors for you, create a welcoming atmosphere at the tennis center, and promote a larger tennis family on your campus. Their contact information should be available on your college’s varsity athletic website or by directly contacting the athletic department.