

THE SIX "C's" FOR COMMUNITY CLUBS

1. COURTS, build them, maintain them and they will come, Upgrade, the old controversy hard v clay, club/house, storage, viewing area
2. COACHES, make all the difference, delivery of up to date programming, pro has current certification and insurance, adult and junior programs are challenging/ FUN, junior pro is a jungle gym for kids
3. COMPETITION, drives players to play, drives players to improve, learn to be better, FUN, for both adults and juniors, varied
4. CASH, \$ lots of money, not hundreds but thousands of dollars, price points of programs, not too cheap, every program makes money, money sustainability, you want to succeed at everything, know the price point of competing/ other sport programs
5. COMMUNICATION, perception semantics, club v association v centre v association, number one a brochure, sends a clear message to everyone, they know what they are doing, include your mission statement and vision, use the words public and community to show inclusion of all, bulletin board and refrigerator friendly, e-mails have to be read and printed and posted, not all people have e-mail addresses, in the clubhouse, INCLUDE PICTURES, tons of pictures and change them regularly
6. COMRADERY, social element, meet/greet/play, enhanced by a blend between drop-in and competition

WHAT MAKES PEOPLE JOIN YOUR CLUB/PLAY AT YOUR CLUB/STAY AT YOUR CLUB ?