

Ontario Tennis Association 2013 AGM



Attracting and Retaining New Members

Presented by

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Introduction

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Step 1. ❖ Initiate an audit of your club (SWOT).

❖ Questions to be asked:

- Are there barriers to joining (cost , court time, location,)
- Overbuilding
- More competitors
- Aging membership
- Demographic changes or preferences
- Facility condition (club house , courts)
- Other

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Step 2.

Develop a multi-year club membership attraction and retention plan with specific action steps. The plan should be at least 3 years in length and be reviewed every year for results.

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Step 3.

Plan Ingredients (Attracting)

- ❖ Design professional looking application form available in hard copy and online (Easy to read). Distribute through the surrounding community.
- ❖ Hire the best certified tennis professional possible.
- ❖ Develop an outreach program through the club pro and in partnership with the OTA (schools).
- ❖ Offer a full range of club programming (Adult, Junior, house leagues, intra-club leagues, tournaments OTA/Club).
- ❖ Host an annual “OPEN HOUSE” for the surrounding community and possibly partner with a local charity.
- ❖ Offer potential members a host of extra benefits for joining (i.e. OTA Club Card, OT Magazine)
- ❖ Keep the club facility clean and in good repair. Remember the first impression is the lasting impression.



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Step 3.

Plan Ingredients (Attracting)

- ❖ Design and maintain a club website with online payment, club benefits overview and e-mail management capabilities. Link the site to the OTA site to enable your members to view OTA benefits and services.
- ❖ Utilize “Find an OTA Club” on tennisontario.com.
- ❖ Initiate sponsor a friend program.
- ❖ Hold parent clinics during junior programming.
- ❖ Operate OTA Sanctioned tournaments that attract new people to your club.



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Step 4. Plan Ingredients (Retention)

- ❖ Establish a strong governance structure for the club with active committees to serve the club membership. Build a significant number of volunteers who focus on service.
- ❖ Provide an enjoyable environment within the club that fosters sportsmanship and exercise (healthy life style).
- ❖ Provide programs that address the needs of adults, juniors, senior and social members.
- ❖ Create a database of all member profiles.
- ❖ Follow-up with people who have not rejoined using standard contact recruiting tools and scripts



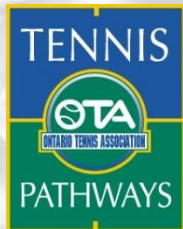
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Step 4. Plan Ingredients (Retention)

- ❖ Utilize programming offered from the OTA and Tennis Canada.
- ❖ Access information on successful club operations (best practices) from the OTA Club Manual.
- ❖ Hold a survey for members either online or at the club AGM to evaluate programs and services.



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Why People Leave

- ❖ People move away.
- ❖ Get injured.
- ❖ Lose interest and try something else.
- ❖ Finances change in economy.
- ❖ Become too old.

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2012 OTA Club Survey Results

Methods of attracting new members – Based on 2012 Survey (50 clubs responding):

1. Club's website (80%) plus Park & Rec. guides (42%)
2. 60% have partnerships with local schools to promote tennis
3. Open house (w BBQ, free lesson, etc)
4. Holding Special events
 - Social tennis night
 - First visit free or half price membership for newcomers
 - TRY events
 - Free clinics/socials
5. Other: facebook, newsletters, school flyers, email blasts, mobile signs/billboards, local TV ads (free to non-profits), word-of-mouth.
6. 30-40% offer some sort of outreach programming in the community (via school fairs, hospitals, Little Aces)
7. 28% hold fundraising initiatives benefiting hospitals, Philpott, cancer, H&S, or their own club.

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In conclusion

- ❖ Attracting and retaining members requires a plan of continuous action and discipline.
- ❖ Results do not come right away, but they do come over time.

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