



ATTRACTING PLAYERS

Before you begin your Tennis On Campus program you must have some players. Here are some basic thoughts in attracting players.

Promotional Tactics

- **Word of mouth:** This really works! Start “talking up” your new league among existing tennis players on campus.
- **Poster/Flyers:** Place these in areas around campus where students regularly frequent. This may be libraries, dining halls, dormitories, fitness centers, etc.
- **E-mail:** It is quick, easy and inexpensive. Develop a list of interested players and ask them to forward league information to their friends. Also, many campus organizations will send out information to students about fun and healthy activities on campus.
- **Newsletters:** Placing information about your league into the newsletters of Recreational Sports Department or Intramural Department will expand your reach on campus. Many times this can be accomplished for free!
- **Web Site:** Establish a web site for your league and include the URL on all printed materials. This will help add credibility to your program and will create a portal for player information.
- **Print ads:** Depending on your campus, this may be a very effective way to reach the student body. Also, ask for a free listing in the coming events/calendar section of the paper and online.
- **Database development:** Build a database consisting of existing and potential players to market your program. You can seek referrals from these people and easily communicate with this group throughout the year.

Please make note, it is extremely important that all promotional materials should have a consistent message and look. This will help you create an identity for your campus league and over time the student body will begin to easily recognize the program.