



FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT
ESA HEADQUARTERS – Drake Office Center
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TENNIS/RACQUETBALL TOURNAMENT

Sports have always provided us with one of the basic tools for our fund raising efforts and tennis and racquetball are two of the fastest growing sports in America today.

Your local Tennis/Racquetball Club never cancels on account of the weather, and is usually anxious to increase public interest, and consequently their membership, through tournament publicity and recognition.

STEPS TO SUCCESS

1. Contact your local club and ask them to co-sponsor a Tennis/Racquetball Tournament. Club Management will be able to advise you as to Players Divisions suited to the area's talent and appropriate entry fee that can be charged. Set date.
2. Appoint General Chairman. Responsible for coordinating all efforts. Work with Club Management to establish Tournament format and agree upon rules. Responsible for refreshments -- your players will need fruit and juices and free food and drink is an excellent way to gather spectators. Club Management will appreciate this incentive as a way to show the Club's facilities.
3. Appoint the following committees:
 - (a) Recruitment/Treasurer -- Working with Club Management insure that all area players are invited to participate in the Tournament. All monies collected should be properly recorded, deposited and any approved bills paid.
 - (b) Prizes -- Solicit sponsors in your community to donate cash or prizes for participants. The cost of special tournament t-shirts could be underwritten by a local bank, radio/TV station, etc. Consider trophies for each division of play or use donated prizes, i.e., TV's, radios, rackets, warm-up suits, etc. Make sure you contact your local sporting goods store. If a "Tournament Champion" is to be named, you might consider a cash prize.
 - (c) Promotion -- Advance publicity is essential. Utilize posters and flyers announcing the Tournament. Gain the support of your local media . . . consider a special Players Division for Radio vs. TV personalities, the Morning Paper vs. the Evening News, Sports vs. Editorial, etc. Arrange for media coverage when prizes are awarded and results announced.

**Always make sure you secure the necessary permission and permits.