

Dear Tennis Board,

I cannot make August 5 meeting but wanted to provide a brief status of mixed Doubles Tournament and progress on Membership.

### **Fall Frolic Men's & Women's Doubles Tournament:**

- Eric Garcia is running the mixed doubles tournament; he will be at board meeting and can answer questions.
- Food and decorations are planned- social directors can answer questions. Both the pavilion and kitchen are reserved.
- The tournament has a wonderful sponsor this year which should offset most lunch costs. Please thank Eric for his work recruiting the sponsor. Address questions to him.
- The entry form flyer is posted on courts, on website and being promoted in Paula's weekly news, publications etc. I would like printed copies of the application to be in a stand by sign up board also I have purchased the awards. (Denise, I have receipts)
- We will be giving festive bags with tennis towels and a can of balls to first and second place team winners in the men's and women's four categories (6.0, 6.5, 7.0, & 7.5+).
- Also, festive bag with can of balls to consolation winners- distributed at discretion of tournament director?
- Steve B is getting actual tournament playing balls.
- Eric will need a microphone set up- can someone help with that?

### **Membership**

Our mission is to add members at all levels and to ensure all members are satisfied with their membership. This is an ongoing club effort.

- Our belief is that all 200 or so members recruit new members as opportunities arise: someone attends drop-in, ball machine, live ball-your tennis group - etc. All members are encouraged to recommend new people to join our club. We will have posted website (QR code already on banner), applications readily available by sign up board, membership committee contact info posted.
- This month Eric and I attended new resident orientation with good results- candy complements of Karla and Mike Dugan- Eric was able to sign up several people for lessons.
- A good motivator for new members is to tell them about Eric's free tennis skill assessments. We talked to a number of people and our presence as a club really added to the tennis group climate!
- Eric edited and printed our first "welcome new member letter" and I wrote personal notes and mailed 9 of those new letters out last week. Four included gift certificates for new members.

- In addition, we are proposing a Fall “push “for new members which will include a membership appreciation day, a social tennis event, a membership satisfaction survey, and a revised membership application. Eric is here to present those proposals and answer questions. Please thank Eric for his very exceptional work on membership.
- Thank you, Steve, also for sending me lists of new members and thank you Katie F and Mary W for agreeing to help with membership.
- I’ll be gone for September meeting —but letting you know I have been talking with sponsor Mike Schaack and Dave Mateer will be running our last tournament this year. See you on the courts! Pam



Dear \_\_\_\_\_, welcome to the Lincoln Hills Tennis Group!

We are delighted that you have become a member. Lincoln Hills Tennis Group (LHTG), Sun City Lincoln Hills (SCLH) Well-Fit Program staff, LHTG volunteers and players offer a wide range of dynamic tennis programming for all levels of play, social events, and highly entertaining tennis play for spectators. SCLH boasts a total of 10 well-maintained and lighted tennis courts, 2 of which are stadium tennis courts and are located directly in front of the covered Sports Pavilion & Amphitheater with excellent viewing for special events and activities.

\*\*\*According to [55places.com](https://www.55places.com), in 2023, of the 205, 55+ communities, SCLH was rated the number 1 top residential tennis facility in California and number 2 in the nation.

### **LHTG Membership Benefits / SCLH Resident Benefits**

Daily sign-in court reservation board on first-come first-serve basis for doubles, singles, clinics, lessons. Also offered is regular events/programming such as:

- Live Ball
- Ball Machine practice
- Cardio Tennis – *Hit to be Fit*
- Drop-in Tennis for all levels
- Organized Social Mixed Doubles Tennis Groups
- Website with membership roster, calendar of events, USTA and SATA Team Information, useful links, club pictures and more
- LHTG Member Tournaments
- SCLH Resident Certified USPTA Tennis Professional, Eric Garcia. Eric offers private and group lessons, and a variety of clinics and classes.
- 1 **FREE** lesson for all **new** LHTG members by WellFit Resident Certified USPTA Tennis Professional, Eric Garcia.

### **LHTG Resources:**

- LHTG Website: [www.sclhtg.com](http://www.sclhtg.com)
- LHTG Primary Email: [lhtg01@gmail.com](mailto:lhtg01@gmail.com)
- Club Co-President: Steve Bringman, [stevebringman@yahoo.com](mailto:stevebringman@yahoo.com)
- Membership Chair: Pam Flaherty, [pamflaherty@gmail.com](mailto:pamflaherty@gmail.com)  
(Groups, Teams, scheduled play, events)
- Membership committee:
  - Eric Garcia (2.5 levels and beginners), [gamesetmch@yahoo.com](mailto:gamesetmch@yahoo.com)
  - Mary Whittaker (3.0 Levels), [duluthgal@gmail.com](mailto:duluthgal@gmail.com)
  - Katie Didion (3.5 + levels), [katie.didion@gmail.com](mailto:katie.didion@gmail.com)



## **2024 Membership Drive**

A membership drive is a strategic effort by an organization to recruit new members and increase its membership base. It is a campaign geared toward targeting and attracting people interested in the organization's mission, goals, and activities. The goal is to maintain the current membership and grow it every year. Other ways to increase membership is by offering different levels of business sponsorship such as sustaining members and/or in-kind sponsors. This is another way to bring in money/resources and broaden the LHTG outreach not only in SCLH but in the community at large.

- Membership drive run October 1st to December 31st.
- Anyone who becomes a new member and/or is on the LHTG roster that has not renewed in 2024, and renews, they would get the rest of 2024 (Oct-Dec) and all of 2025.
- Great an incentive for current members to help new/past members to join. Have a sponsor/sponsors donate a gift basket(s)/prize to raffle off during the member appreciation day.
- Promote it in August & September in the weekly newsletter AND separate email blasts.
- Promote it using the Octoberfest tournament and end of year programming as a carrot.
- Use August and September to call all the previous year's members that did not renew and let them know what is going on in tennis out here nowadays and see if they would want to sign up again.
  - Reference the new member welcome letter for current programming and mention that all new members get a FREE tennis lesson with the new USPTA Tennis Pro.
- Make it an annual thing.

## **Member Appreciation Day Event (typically done in the 4<sup>th</sup> quarter of the year)**

- This must be done every year.
- Reserve and hold an event down at the pavilion and tie it in with the membership drive with food, drinks, and music.
- Free to all LHTG members.
- Does not have to be a tennis play event; can be a social mixer sort of thing.
- Can get a sponsor for the event to offset the costs.

## **Update Membership Application**

- Add a disclaimer to the membership application that says by signing this form, they agree to receive emails from Lincoln Hills Tennis Group and also, they agreed to letting Lincoln Hills Tennis Group their name and or photographs online for marketing purposes or something like that.

## Membership satisfaction questions

Keeping a pulse on how members are enjoying their membership is essential to avoiding unwanted churn. Membership survey questions that focus on satisfaction help your team boost value for members who are looking for more, maintain satisfaction among currently happy members, and resolve issues that could be detracting from the membership experience.

- We would have a few questions to ask them during the call. Even if they decide not to sign up, having the information as to why they did not is good information to have.
  - Renewal:
    - Why did you not renew your membership this year?
    - On a scale from 1–10, how satisfied are you with your membership?
    - Explain why they would or would not renew their membership in the future.
  - Events:
    - How often did you attend LHTG events?
    - What types of events would you like to see?
    - What is your favorite event?
    - How often do you attend board meetings?

LINCOLN HILLS TENNIS G R O U P - 2025 · Membership Application

Dues are only \$20.00 per person/year! Mail your application and checks made out to LHTG to:

LHTG P.O. BO X 1535 Lincoln CA 95648

Player Member (20.00/year)

New Member \_\_\_\_\_ Renewing member \_\_\_\_\_

Applicant's Name: \_\_\_\_\_ Home/Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ USTA Rating: \_\_\_\_\_

Address: \_\_\_\_\_ Lincoln, CA 95648

Gender: Male \_\_\_\_\_ Female \_\_\_\_\_

How often do you play tennis? \_\_\_\_\_

Interests: General Play \_\_\_\_\_ Doubles \_\_\_\_\_ Singles \_\_\_\_\_ Clinics/Lessons \_\_\_\_\_

Leagues \_\_\_\_\_ Weekdays \_\_\_\_\_ Weekends \_\_\_\_\_

Are you interested in being part of the LHTG Board of Directors? Yes \_\_\_\_\_ No \_\_\_\_\_

Are you interested in volunteering for a LHTG Committee and/or event staff? Yes \_\_\_\_\_ No \_\_\_\_\_

Sustaining Member: Platinum \$500/year \_\_\_\_\_ Gold (\$250/year \_\_\_\_\_ Silver \$100/year \_\_\_\_\_

New Member \_\_\_\_\_ Renewing member \_\_\_\_\_

Applicant's Name: \_\_\_\_\_ Home/Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

**Sustaining Members receive.....**