

CAPACITY BUILDING GRANT

Funding Ideas

EDUCATION AND TRAINING

- Schedule a nonprofit specialist to work with your leadership team at a board/committee retreat, training, or planning meeting.
- Send leadership team members, staff, and/or volunteers to USTA sectional and regional meetings or other educational opportunities.
- Create and implement volunteer recruitment and training programs.

MARKETING

- Develop a marketing initiative to connect area players with your CTA and/or NJTL.
- Promote your organization to the greater community with advertisements, brochures, promo items, etc.

COMMUNICATIONS

- Create or improve your newsletters, e-blasts, social media presence, etc.

PARTNERSHIPS

- Create partnerships with service organizations, PARs, area pros, colleges and universities, Chamber of Commerce, Sports Commission, Boys and Girls Clubs, YMCAs, etc.
- How can you build a deeper and stronger relationship with these organizations?

ADVOCACY

- Create a tennis advocacy team to address community tennis needs, such as new facilities, restoring courts, tennis growth, the benefits for local residents, etc.

ADMINISTRATION AND TECHNOLOGY

- Implement new technology to improve the effectiveness, efficiency, and productivity of your organization, such as a new donor database management software or subscription-based communication tool.

Often Funded	Sometimes Funded	Never Funded
<ul style="list-style-type: none"> ○ Attending workshops and conferences designed for CTA board and staff ○ Attend other CTA board meetings ○ Team building activities for board and staff ○ Town Hall meetings for community leaders and organizations ○ Volunteer events and appreciation ○ Professional Services fees for nonprofit organizations (e.g., taxes, legal) 	<ul style="list-style-type: none"> ○ Communication tools (e.g., Webmaster) ○ Kick-off events for upcoming programs ○ Registration fees for attendance at local festivals and events to promote tennis and the organization ○ Marketing needs for programs and fundraising opportunities 	<ul style="list-style-type: none"> ○ On-court teaching stipends ○ Programming initiatives ○ Supplemental aids and on-court equipment (e.g., ball machines, traditional tennis nets, windscreens, spots, cones, ball hoppers) ○ Umpire Chair costs at events and tournaments ○ Live music and entertainment (e.g., DJ) ○ 1-day events with no plan for ongoing play opportunities for all participants ○ Facility infrastructure costs

