



DIVERSITY & INCLUSION

2017 Outreach Grant Application

PURPOSE OF GRANT

To increase tennis participation among diverse populations by developing and executing sustainable outreach plans. Grant Award is up to \$2,500. **Deadline: Friday, March 3rd, 2017.**

***Special consideration will be given to programs serving African American, Asian American, Native American and/or LGBT communities.**

APPLICANT INFORMATION

Note: If selected, a copy of your W-9 will be required to process this grant.

Name of Organization: _____

Contact Person: _____ Phone: _____

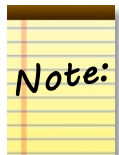
Address: _____

City: _____ State: _____ Zip: _____

*Email of Person Completing Grant Application: _____

*Email of Person Completing Online Tutorial (if different): _____

GRANT AMOUNT REQUESTED (Up to \$2,500): \$ _____



In order to be eligible for this grant, you must complete the following process:

1. Access the Engaging and Growing Diverse Markets Application Toolkit at:
<http://lrc.learn.com/eagdm>
2. Use the email listed in “Applicant Information” above to create a Username and Password for the Toolkit.
3. Once registered, follow the prompts in the Toolkit to the **Program Overview Tutorial** under “Getting Started”.
4. Complete the 11 minute **Program Overview Tutorial**. Completion of this tutorial will be automatically recorded in our system.
5. Utilize the information in the Toolkit to complete the worksheet below, using additional pages, if necessary.
6. Submit the worksheet to the Grant Application Email Address below:
Grants_.dnc46aq9mq5rrkm5@u.box.com
7. Contact Yasmine Osborn with any questions: yasmine.osborn@usta.com



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STEP 1: FIND AN IDEA YOU ARE PASSIONATE ABOUT	How
A. Opportunity/Idea: (For Example: Conduct a family-oriented tennis play day designed to attract members from diverse groups – featuring fun, food, and key influences from targeted groups you are trying to engage.)	Your best chance of success in engaging the diverse community in tennis is to build on an opportunity/idea that appeals to that respective diverse group's needs and values. ☐ What gets members of this group excited? ☐ How does tennis align with what members of this group value? ☐ What needs could this opportunity/idea satisfy for members of this group? ☐ What community events/activities tend to draw many members from this group? See Engagement Guide: • The Opportunity • Coaching Success Stories
B. Goal/Measure Of Success:	Identify the outcomes you hope to reach by leveraging this opportunity/idea. ☐ Has the goal been described in measurable, observable terms? ☐ Have you included a target date? ☐ Is everyone clear on whether this is a short-term or long-term goal?



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STEP 2: FIND A LOCAL PARTNER	How
A. Build A List Of Potential Partners:	Identify top potential partners that may be helpful in activating your opportunity/idea. Think of this as a key “tennis match” for building success. ☐ What other programs or organizations may be looking to build their own portfolio (e.g., CTAs, NJTLs, Clubs, Schools, Parks, etc.)? ☐ What groups/organizations may have members that may have an interest in tennis? See Engagement Guide: • Partner Up • Cultural Cues
B. Top 2 To 3 Partners To Engage: #1: #2: #3:	Bear in mind that building strong partnerships may not happen overnight. ☐ Are these potential partners realistically attainable? ☐ Do we have access to and influence with key leaders within these potential partners? ☐ Do these potential partners have an interest and some affinity to tennis? Possible Tools: • Partner Up • Cultural Cues



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STEP 3: FORMALIZE YOUR PLAN AND DEVELOP ACTIVATION ELEMENTS FOR YOUR LAUNCH

How

A. Key Elements Of Our Plan:

Define the key elements that are part of your Plan. These elements include, but are not limited to:

- ☐ Budget
- ☐ Communication Plan
- ☐ Relationship Management Strategies
- ☐ Progress Monitoring Plan

B. Tactical Action Plan

Divide the plan into sequential, manageable tasks/ activities.

Action Item (Task/Activity)	Responsible Person/Group	Begin Date	End Date	Est. Hours	Costs

- ☐ Who(m) has the best potential of success to carry out each action item?
- ☐ List Action Items sequentially where possible?
- ☐ Have you considered what special resources will be needed to complete actions?
- ☐ Have you considered the need for information and results to be shared about tasks and activities that are directly related?



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C. Contingency Plans:	Develop contingency plans for the most critical steps. ☐ How will you know when an obstacle to your plan has occurred? ☐ How will you deal with unanticipated obstacles? ☐ What can be done to prevent these potential obstacles from occurring?
STEP 4: EXECUTE AND HAVE FUN!	
	How
A. Keys To Successful Execution: #1: #2: #3: #4: #5:	Identify key guidelines and implementation considerations to help ensure a successful execution. ☐ Does everyone involved understand the overall goal? ☐ Are key individuals with assigned roles committed to carry out their action items? ☐ What will you do to keep the plan fun for all involved?