

STEP 1:

Contact Your Local Section Office

www.usta.com/sections

- ▶ Introduce yourself and your plans to the local NJTL representative and learn about the minimum requirements to join the network. The USTAF relies on section input about your NJTL for many of its initiatives.

STEP 2:

Evaluate Your Community

- ▶ Find out if there are any existing NJTL and/or community tennis organization(s) in your area.
- ▶ What geographic area do you plan to serve through a new NJTL?
- ▶ Which under-resourced neighborhoods or communities will you target?
- ▶ What are the programming needs of these targeted areas?
- ▶ Have you identified a location for your program?
- ▶ Have you identified staff or volunteers to help run your program?

STEP 3:

Meet Requirements of NJTL Membership

- ▶ Review and meet minimum requirements to enroll as a NJTL. *Recommendations For A Successful NJTL*, provides suggested guidance around seven key areas of development. (See page 2).
- ▶ Complete USTA Organization Membership [registration](#).
- ▶ Provide free or low-cost tennis and education programming to under-resourced youth.
- ▶ Complete [Safe Play](#) and NCSI background check for any staff, consultants, coaches and volunteers who have regular and ongoing contact in-person or virtually with minors.

STEP 4:

Enrollment

- ▶ Once approved, you will be notified via email. You will be required to enroll annually to remain in good standing.
- ▶ You will be added to the USTA Foundation's newsletter distribution list, which contains important communications about the NJTL network.



1

Identify and Recruit Key People

It is essential that the development of an NJTL program is led by someone that is willing to commit the time, energy and effort it requires to found and grow a community based non-profit organization. In addition to this leader, you need an enthusiastic group of individuals and access to a tennis facility or park. You should also identify a prospective Board of Directors composed of individuals committed to the goals of the NJTL program. Be sure to engage parents of targeted participants, school professionals and local parks and recreation department staff.

2

Define your Mission and Vision Statement

After your initial NJTL start-up meetings, one of your tasks should be to define the unique purpose of your program through a mission statement. The mission statement should explain WHAT you want to achieve in the long run; WHO your targeted audience will be; HOW you will serve your target community and WHERE your program will take place. The mission statement serves as the guiding principle for all of your activities and describes the essence of the NJTL program and why it exists. The vision statement gives focus and direction and sets the energy for effective action in motion. A well-prepared vision statement should be realistic and credible, well-articulated and easily understood, appropriate and responsive to change.

3

Develop your List of Supporters and Partnerships

One of your goals as an NJTL program is to build relationships or partnerships with other community organizations. Invite people of all ages and backgrounds in your community to attend an informal gathering to discuss your interest in starting an NJTL program. Share your mission and vision for your program and be willing to add, modify and/or change them according to the strengths and level of commitment from your program partners.

4

Identify the Local Partner Organizations

You should make every effort to identify organizations to partner with that can help you deliver effective tennis and education programming in your community.

Include the schools, parks and recreation departments, youth organizations, local tennis teaching professionals and enthusiasts, media contacts, service organizations, such as rotary, junior league, chamber of commerce, club owners, college and middle and high school coaches.

5

Identify and connect with your local USTA Section NJTL representative

Contact your local USTA section's NJTL representative and set up a meeting. Ask to be put on their newsletter or email list. Stay involved with section-led events.

6

Develop and Adopt a Strategic Plan

Work with your board to develop a strategic plan that includes your goals, objectives and tactics, an action-oriented timeline, and budget that increase the probability of success for your program. The plan should guide the day to day management of your program's vision. The Strengths, Weaknesses, Opportunities and Threats (S.W.O.T) model can provide your leadership with an outline in defining the strengths, weaknesses, opportunities and threats that exist within your program.

7

Recruitment and Training

Offer training for your diverse group of leaders and volunteers. Seek out people with different skills, motives, opinions and contacts. Provide training, education and professional development for their role and reward those who do their job well.