

USTA

**Advocacy & Infrastructure
Specialist Pilot**

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Strategies for Advocating

Proactive vs. Reactive

Position Highlights

- **PROACTIVE Communications with Local Decision Makers**
- **Establish and Maintain Relationships**
- **Organize and Activate your Tennis Community when Needed**
- **Keep your BOD informed**

Section/District Support

- **Recruiting Help**
- **Distribution of Tools**
- **Monthly Support Calls**
- **Create SportsYou Platform Page**
- **Distribute Quorum/Kinetica/Tableau data as needed**

National Support

- **Creation of ‘Starter Pack’ of Tools**
- **Provide Bi-Weekly Success Stories, Tools, etc. to Specialists via SportsYou**
- **Build a National Advocacy Specialist Support Advisory Team (2 per Pilot)**
- **Provide Community Contact Leads via Quorum**

Suggested Local Specialist Goals

- **Sign up to be a Specialist**
- **Sign up for SportsYou**
- **Make Contact with Local Leaders**
- **Track Results of any Quorum Lead & Report Out**
- **Develop a ‘State of Tennis’ Annual Report for City Leaders & Staff**
- **Attend a Park & Rec Meeting**
- **Recruit Member of P & R Board or Staff to your BOD**
- **Invite Community Leaders to Tennis Events**

Next Steps

- **Recruit for your Specialist**
- **Discuss with your BOD - What's Most Important to your Community?**
- **Send Contact Info for your Specialist to your State/Section Office**
- **Find ways to Help Support your Specialist**

**Questions?
Discussion?
Suggestions?**

Thank you for your time and attention!

