

## **2021 USTA North Carolina CDW Session Descriptions**

### **Brand Guidelines: Candace Kaufman**

Using USTA logos and NC Brand Guidelines for creating promotional items, flyers, social media posts, etc.

### **Connectors: Welcoming People to Tennis: Kelly Gaines, Francie Barragan**

We have been blessed with a huge increase of players and lots of interest during the Pandemic. How do we plug them in and keep them playing? How do we make them feel welcome and find the best place for them to play?

### **CTA's & the NC Tennis Foundation: It's a Win-Win Combination!: Kelly Lombardino , Kelly Gaines**

How can the NC Tennis Foundation collaborate with and support CTA's and their programs to enhance the lives of people through tennis and education? Let us count the ways!

### **Grassroots Marketing for Program Growth: Candace Kaufman**

Using effective grass roots marketing to grow all your local programs, including Try Tennis, Try Play and Try Match

### **Junior Circuit 101: Teresa Boylan, Joanna Scott**

The junior tennis landscape has changed! Find out more about how your CTA can grow the game by hosting Junior Circuit events.

### **Junior Circuit 102: Teresa Boylan, Joanna Scott**

For those interested in running a Junior Circuit, this session gets into the nuts and bolts of setting up in Serve Tennis and Stripe.

### **Mission Possible: Throwing a Successful Virtual Fundraiser: Kelly Lombardino, Lou Welch, Matt Newsom**

Throwing a Successful Virtual Fundraiser: Virtual and Hybrid events are here to stay. Covid-19 forced nonprofit organizations to get outside their comfort zones and "go virtual" with positive fundraising results! Learn from the virtual success of the NCTF & Abilities Tennis of NC and bring your phone, laptop, or other device of choice to participate in an online Auction Demo with an expert Auctioneer & the Event.gives Platform to see for yourself how easy, fun & engaging a virtual event can be!

### **Pickleball & Advocacy: Kelly Gaines, Bonnie Vandegrift, Hani Nassar, Laura Weygandt**

The number one question that reoccurs almost daily is "what do we do about pickleball?" Come hear how our CTA's are managing to partner with local pickleball advocates and finding success.

### **A Refresher on Tennis in Schools: Robert Hogewood**

After a year off from in person learning, most schools are back to full time in person learning. In this session, you will get a refresher on how to get tennis in your local schools and what advantages that provides for your tennis organization and community.

### **Try Tennis: Rookies: Dani Broadstreet, Allison Steinmetz**

Your CTA hasn't ventured too deeply into Try Tennis, but you are seeing and hearing about the tremendous impact it is having in other communities. Stop in for this ½ session and learn about how to get your Try Tennis going in your area!

**Try Tennis: Veterans: Dani Broadstreet, Allison Steinmetz**

You've been running Try Tennis for a while. Join others in this ½ session to talk about what works and what doesn't. Discuss the next steps in the pathway (Try Play & Try match) and find out how others are running theirs. This will be a roundtable discussion to share ideas and problem solve.

**"We Need More Pros" - Ideas for Recruiting More Pros/Coaches: Francie Barragan**

CTA's throughout our state are in need of more local pros to deliver programming. This session explores ideas for recruiting more coaches and pros to assist with programming. We will also discuss creative ideas for partnering with local pros to get them more involved with your CTA.

**The Wide World of Grants: Amy Clinton**

There are two different sessions covering different aspects of Grants. What does it take to build a successful nonprofit grants strategy? How much can I rely on grants to fund my programs? Where do I find them? The Wide World of Grants sessions will answer these questions and provide a wealth of information about grant readiness, grant research and writing, the overall grant cycle, grants management, and the process of developing the grants infrastructure to help you support the amazing work you do for our community.

*Session 101: You will learn how you can best prepare your organization to write, submit, WIN, and manage grant awards.*

*Session 102: Discover where to find grant opportunities, how to build relationships with potential funders, and how to write great grants.*

**Wheel Serve NC: Kelly Flouhouse, Helen Leonard**

Wheel Serve NC invites all existing and future program coordinators, volunteers, rec therapists and wheelchair tennis players to join us in this round table discussion of how to enhance our programs and support the growth of wheelchair tennis in NC.