

## STRUCTURE OF TEAM CHALLENGE EVENT AT CRANMORE

### PREPARATION

- Authorize event with AK Board and USTA rep Eric Driscoll
- Develop relationship with Cranmore and Pro Chris Chaffee
- Schedule event date months in advance
- Promotional email to area schools, follow up with phone contact
  - Registration info, email contact
  - Establish spreadsheet for registrations and parent info
  - Press release to local papers
  - Post USTA promo poster in schools, club and libraries. **Brittany and Dawn suggest we do our own poster and cite USTA and Net Generation to get more visibility for AK.**
- Develop list of volunteers - summer tennis club president, local players, AK staff
- Certify event with USTA webinar, follow-up emails for materials
- Order team t-shirts (5-6 each color) and adult size L for coaches **Probably should have some XLs (Bob)**
- Find donor for lunch (Flatbread Pizza for us)
- **Two biggest expenses are tee shirts and court rental. Find donors for each. (bob)**

### WEEK BEFORE

- Confirm with registrants by email with detail of event
- Confirm with volunteers, email about warmup, team structure, “word of the day”
- Confirm site and all equipment needs (nets, racquets, balls, USTA bling). **Essentially need one net per team. Gamma nets look to be the best.**
- Confirm lunch count
- Pick up t- shirts

### DAY OF

- Purchase food/snacks/drinks/paper products (about \$70)
- “Learning component” materials - poster paper markers
- Arrive VERY early (at least 2 hrs ahead) to set up courts, registration table, parent chairs
- Assign registration person to greet families
- Meet with volunteer coaches to confirm schedule for the day, give them color shirt. **Make sure they understand that “learning exercise” is a key part of the program.**

## EVENT STRUCTURE - following USTA TEAM CHALLENGE PROTOCOLS

### WITH KIDS

- Kids to court, brief stretch warmup
- “Free play” let them hit with friends, volunteers direct small groups
- Move a few kids “up or down” depending on ability
- Identify sort of TOP 5 BOTTOM 5 of ability
- Gather everyone in for brief intro, “learning component” , team fun structure

- Assign teams as evenly as possible spreading out top players
- \*\*\*\*What we didn't do but should have - identify beginners for more structured clinic instruction\*\*\*\*
- Send kids to team with coach for intro chat, "Team word" a little rah rah
- Start "stations" across courts 3-4 minutes each station forehand, back, volley, serve, agility/stretch, hit off wall
- Back to team, explain scoring, point, game, set, match, no ad
- Begin team play assigning color on color, doubles only total 6 games/set enough
- Encourage FREE SUBSTITUTION during matches to keep it competitive and rotate kids
- After first round, get top kids each team to play a singles match
- If possible, rotate out one team at a time to lunch and completing team "learning component" poster
- Final gathering, whole group photo, "learning component" presentation - dismissed to parents

### FOR LEADERS

- Appoint one AK official to touch base with parents and volunteers, explaining to them what AK is all about... and why we are infusing education into tennis. Bring the USTA Foundation booklet. One for each parent/volunteer.
- Keep score to yourself so you end up with ties at the end ;) wink wink
- Have tiebreaker playoff for "finals"
- Coaches debrief with each team, give individual praise to each for something, prepare brief presentation to group on "learning component"
- Have coaches nominate one kid from each team for a sportsmanship award. Free racquet.
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- Identify potential leaders among the volunteers/coaches/parents who can work with AK in the future.
- Appoint someone to take photos throughout the day.

### WRAP UP

Have coaches recount any interesting "stories" we can possibly use.  
Provide parents with a feedback sheet that also asks for a testimonial.