TFF SESSION PROMOTION VIA CLUBSPARK

TFF Session Promotion

Once your TFF session is set up and dates entered onto Club Spark (if they're not, then please refer to: https://tennisforfree.com/uploads/TFF-SESSION-SETUP.pdf), then it's important to get it promoted to the general public.

Please utilise every promotion angle you can think of for promoting your TFF sessions. Outside of sending a newsletter to attendees of your ClubSpark installation (covered in more detail on the remainder of this document), other promotional outlets that we recommend to explore are:

1, **Linking with council** to get TFF publicised on their website and other council promotional outlets.

2, **Find an influential community group Facebook Page** for your local area (eg Neighbourhood watch group). These such groups usually have a few thousands followers and more. Sending a message to the group administrator about the details of your sessions will usually be well received. Group administrators are usually very happy to promote TFF schemes which are free to their local community.

3, **Utilising all of your social media outlets** for posts related to the launch day, the team involved and the TFF scheme itself. In addition to posting from your own social media accounts, please consider following TFF's social media pages and re-tweeting or sharing our posts which are often directly related to promoting your particular TFF site.
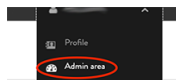
Please take the time to promote your sessions in whichever ways you can think of. Ultimately, TFF sessions are provided to give you a weekly open day to promote your wider tennis coaching programme. Vibrant sessions therefore are great for everyone concerned.
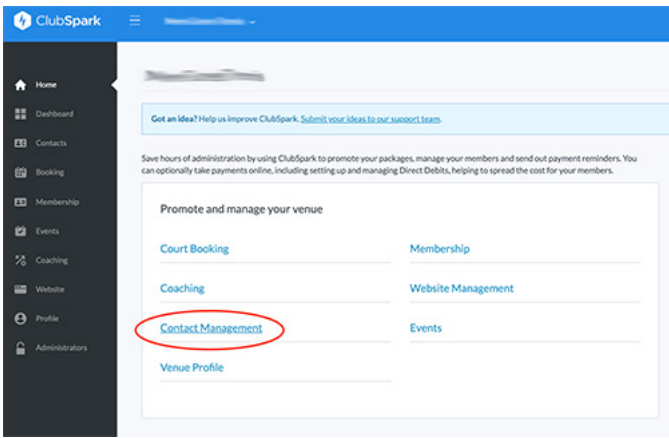
Promoting TFF via ClubSpark

Sending a newsletter to existing ClubSpark users of your given site is a great way to get your TFF sessions promoted. Here's a step by step guide: :
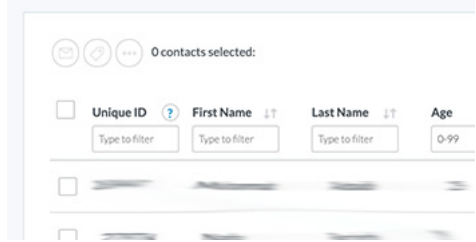
STEP 1 - Log in on **your ClubSpark website**

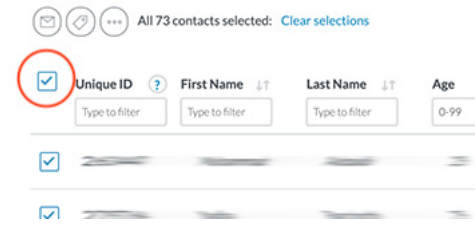**STEP 2** - In top right corner, click your name, then 'Admin Area'

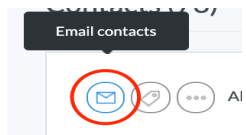**STEP 3** - Click '**Contact Management**' from the main window

STEP 4 - The resulting screen will give you a list of registered users on your ClubSpark website. Each row will have a checkbox at the beginning of the row.

You can of course select individual users to send a targeted newsletter, but selecting the very top checkbox is a 'send to all' checkbox and checking this will check all users.

STEP 5 - Once users are selected, the email icon becomes active and pressing this will give you a newsletter box where you can write a newsletter and send to the selected users. Attachments can be added to newsletters, therefore attaching your site e-flyer will likely grab the recipient's attention.

CONTACT US AT: SUPPORT@TENNISFORFREE.COM