

## USTA South Carolina Advocacy: How-To Guide

### **Available Resources:**

- Talking points
- Draft Letter
- Hashtags
- Links to resources and materials
- Contact information for state and local elected officials

### **If you are emailing/mailing your state and local representatives:**

- Download or cut/paste a letter.
  - Short or long version.
- Modify the letter to include your local/personal information.
  - Most sections marked in red.
- Sign the letter using your name, your local tennis affiliation as well as your residence, which shows you are a taxpayer.
- Email to local officials using the information provided.
  - Individual emails. Do not group email.
- Follow up with a phone call to the local or state representative.
  - Use talking points for this conversation.

### **Tips:**

- Customize your message to address a certain need in your community:
  - More public courts.
  - Better quality courts.
  - More funding committed to refurbish or build tennis facilities.
  - Stress benefits of health & wellness and economic development.
- Consider reaching out to an adjacent county to introduce tennis to a new group of people.

### **Legislative Resolution or City Council Proclamation/**

#### ***This should be done in March or early April!***

Working with your state legislators and city councils to pass a resolution or proclamation to recognize National Tennis Month is a great way to highlight the impact that tennis and your CTA has in the community. State legislatures and city councils regularly introduce resolutions or proclamations at the request of constituents.

We have included templates for resolution and proclamation that you can customize for your city. Below are tips for getting your resolution or proclamation introduced and passed.

#### **State Legislative Resolution**

- Identify your State Representative and State Senator
  - You can find the website for your state legislature here:
    - <https://www.congress.gov/state-legislature-websites>
  - Most state legislative websites will allow you to enter your address to identify your State Representative and State Senator
- Contact both offices and identify yourself as a constituent who lives in the district. You'll want to try and get resolutions introduced in both the House and Senate.

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- Ask them to work with you to introduce a resolution recognizing May 2025 as National Tennis Month and provide them with the resolution template
- If either legislator agrees to file the resolution you should work with them to have members of your CTA present at the capitol the day the resolution is read in the House and Senate.

### City Council Proclamation

- Contact the office of your mayor or your City Council Member to request information about their process for introducing a proclamation before the city council.
- Provide them with a copy of the National Tennis Month proclamation.
- Request their assistance in proposing the proclamation at a city council meeting.
- Work with their office to have representatives of your area CTAs at the city council meeting to express support and thanks for the proclamation.
- Consider hosting a tennis event as part of the introduction of the proclamation to highlight the work your CTA is doing in the community.

### **CTA & NJTL Leaders/USTA SC Board/Past Presidents:**

- Share with your full board and volunteers and encourage them to participate.

### **LLCs/JTTs:**

- Share with your captains, who should share with their teams.
- Material will be included in tournament registration packets.

### **News Media:**

- Emily Piper will handle all major media inquiries.
- Feel free to share with local media in your area especially if you have a personal relationship with a publisher, editor, or reporter.

### Additional resources

#### **USTA South Carolina**

All resources for Advocacy and National Tennis Month are available by visiting [www.sctennis.com/advocacy/](http://www.sctennis.com/advocacy/).

#### **USTA National**

Download Templates for Artwork, Marketing, Proclamations, Media Releases, etc.... Customize the templates for your use in local communities throughout South Carolina. [Click here to access the National resources for National Tennis Month.](#)

### **Questions regarding Advocacy, Toolkit, or Your Role:**

- Contact Sheryl McAlister at [mcalister@sctennis.com](mailto:mcalister@sctennis.com).
- For media inquiries or assistance with social media, contact Emily Piper at [russell@sctennis.com](mailto:russell@sctennis.com).
- USTA National Advocacy Handbook at [www.sctennis.com/advocacy/](http://www.sctennis.com/advocacy/)