



PROGRAM PLAN GUIDELINES

A **program plan** must be part of the completed application form as well as a **budget** for the proposal.

The program plan is where you get the chance to “paint the picture” of the project you are proposing.

****It should include your intent** – why is this a good idea? What do you hope will be accomplished through this project? Examples: We want to grow our USTA membership base and grow our league participation numbers. League participation has been down and this will be part of our new CTA marketing initiative focusing on league play.

**** Next is the concept** – what is it exactly that you want to do? Describe in detail the essence of the project. Example: we are going to have car magnets created that have our CTA logo and website on it and also the text will read “League Tennis is for Swingers. Join Today” Who is your target audience? If you are running some type of promotion over a period of time, give those details.

**** Next are the objectives** – what are the measurable goals and outcomes that you are seeking to achieve through this project? Are you looking to grow your overall USTA adult league participants by 10%, are you trying to increase league participation in your Senior League by 4 teams? How are you going to measure this – tennis link registrations?

**** Next are the resources** – How are we going to make this happen? What do I have work with? Examples: How much is this going to cost? Where is that money coming from? – USTA Georgia, sponsors, donations, fundraising. Will this project require volunteers? How many? Who are my community partners that may be able to assist in this project? How long is it going to take to get this organized?

**** Next is integration** – this goes back to the timeline – how long until this project is completed and ready to roll out? How will it be executed? How will you measure success?

The more information you can provide, the better!!