

VOLUNTEER TALKING POINTS HANDOUT

Tennis Talks

Volunteer Talking Points for Conversations with Local Officials

Your Role as a Volunteer Advocate

You are not a lobbyist or policy expert.

You are a **trusted community voice** sharing how tennis benefits people and places.

The 3-Part Message Framework

Use this simple structure in any conversation:

1. Community Need

What challenge or opportunity exists?

2. Tennis Solution

How does tennis help to address it?

3. Positive Impact

Who benefits—and how?

Example:

“Our community needs affordable activities for kids. Tennis programs use existing courts and trained volunteers, helping youth stay active, confident, and connected.”

What Local Officials Care About

Frame your message around:

- Community impact
 - Youth development
 - Health & wellness
 - Access & equity
 - Cost-effective solutions
 - Shared community use
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Storytelling Tips

- Focus on **one person**
- Keep it brief
- Be authentic
- Let impact speak for itself

Prompt:

“Because of tennis, _____ was able to _____.”

Responding to Tough Questions

Use this approach:

1. **Acknowledge:** “That’s a fair question.”
2. **Answer Briefly:** Keep it simple.
3. **Redirect:** Bring it back to community impact.

Example:

“Yes, funding matters—and tennis is a cost-effective way to serve many residents using existing spaces.”

Remember

- You don’t need all the answers
- You *do* need clarity and confidence
- Your experience matters
- Your voice helps grow tennis

You’re not just talking about tennis—you’re talking about community. 🎯
