Dear Tennis Thanks the Troops Supporter:

On behalf of the United States Professional Tennis Association (USPTA) and ThanksUSA, thank you for participating in the Tennis Thanks the Troops fundraising campaign.

Tennis enthusiasts have made lasting commitments to charitable causes, so we are delighted that you have chosen to support Tennis Thanks the Troops. This campaign supports scholarships for the children and spouses of the United States Armed Forces.

Enclosed in this Tennis Thanks the Troops kit are promotional materials for you to display and use in your promotions. The materials include:

- Promotional poster
- Promotional flyer
- Fundraising donation card and return envelope
- Host facility tips for success
- Tennis Thanks the Troops success stories

These materials can also be downloaded at www.ThanksUSA.org/TTTT, where you will also find other promotional materials to further enhance participation at your facility.

A great number of tennis players and tennis fans will be inspired to participate in the Tennis Thanks the Troops campaign. By joining them, you too will help ensure a bright future for the families of our military men and women.

Thank you,

Bob Okun
Chairman
ThanksUSA

John Embree
CEO
USPTA

Lisa Raymond
Former #1 WTA
ThanksUSA Spokesperson
Tips for Success

Tennis Thanks the Troops, an initiative of the United States Professional Tennis Association (USPTA) and ThanksUSA, will take place over Memorial Day weekend, or any date that works for the club. Funds raised will support ThanksUSA’s mission of providing need-based scholarships and pathways to employment for military spouses and kids.

PROGRAM ELEMENTS

1. Choose a date: Memorial Day weekend, or another selected day/weekend.
   Tennis facilities and pros are asked to collect donations from members, guests, and fans of the game.

2. Host facilities/professionals have the flexibility to maximize the success of Tennis Thanks the Troops. Some ideas include:
   • Post event details on Facebook, Twitter, LinkedIn, blogs, or other social media.
   • Put a donation container along with a flyer at the register.
   • Tennis players, pros, members, guests, and fans of the game can make contributions online at https://app.ThanksUSA.org/donate.
   • Consider running the promotion for the entire month, in addition to hosting Tennis Thanks the Troops over Memorial Day weekend.
   • Allow Veterans to play tennis for free and ask for donations.
   • Encourage your men's or women's leagues to run an event.
   • Coordinate a Tennis Thanks the Troops tournament.
   • Have prizes donated for a silent auction or raffle.
   • Give lessons or a clinic and ask for donations.
   • Donate $5 from every lesson (or more).
   • Have your facility match donations generated from your tennis players.
   • Seek a sponsor (a local business) to match all donations generated.
   • Offer package deals including tennis balls and a lesson, and then direct a portion of the package price for a donation.
   • Offer sale incentives on merchandise that direct the savings from each purchase to a donation (i.e., $5 donation for every shirt purchase).
   • Use multiple locations to accept donations: tennis shop, grill room, courts, etc.
Tips on Promoting Your Program

1. Inform Your Staff
   • Educate your staff on the event so they know how to inform customers about the program.

2. Use Promotional Materials
   • Hang posters in the most visible locations.
   • Post fliers at registers and other strategic locations.
   • Make copies and pass along to community businesses to help promote your event.
   • Download and print additional materials at [www.ThanksUSA.org/TTTT](http://www.ThanksUSA.org/TTTT).

3. Conduct Local Marketing and Promotion
   • Use social media outlets like Facebook, Twitter, and blogs to promote your event.
   • Send a press release to your local media, including daily and weekly newspapers, radio stations, television stations, and local websites that promote community events. Media prefer communications sent via email.
   • For daily newspapers and local TV affiliates, send communications out at least one week prior to the start of the event. The more notice you can provide, the better.
   • Spread awareness via email to your database of customers, leagues, associations, etc.
   • Post the Tennis Thanks the Troops flier on your website.
   • Promote in your events/calendar section in newsletters.

4. Community Marketing
   • Include local American Legion, ROTC, VA hospitals, and local bases in helping with promotion and/or involvement in the event.
   • Ask VFW color guard to participate the day of your event.
   • Recruit local businesses and Chamber of Commerce to help promote and participate.

POST EVENT

Complete the donation card and write one check for the total amount raised. (Please do not send cash. Make check payable to ThanksUSA.) This card is included in your packet and accessible on our website. **Please complete this card with the charge volume from the event. You may also submit donations online at [https://app.ThanksUSA.org/donate](https://app.ThanksUSA.org/donate).

Use the enclosed return envelope for the donation card and send to:
ThanksUSA | 1390 Chain Bridge Road #260 | McLean, VA 22101
Best Practices

Balboa Tennis Club
San Diego, California
The Balboa Tennis Club, San Diego District Tennis Association, and San Diego USPTA have worked together to provide funds for seven ThanksUSA scholarships through their annual Tennis Fest. Balboa also held a fundraiser at their Thanksgiving event along with San Diego District Military Outreach Committee.

Haines City Parks & Recreation
Haines City, Florida
Haines City Tennis' annual event featured Friday night junior play with adult tennis on Saturday which included doubles in the morning followed by mixed in the afternoon. Event sponsors allowed Haines City to make a generous donation to ThanksUSA.

Isleworth Golf & Country Club
Windermere, Florida
A fun morning of tennis activities included a Sponsor Pro-Am and P90 Cardio Doubles followed by a Veterans Adaptive Tennis Clinic, luncheon with guest speaker, and silent auction. With the funds raised, a ThanksUSA scholarship was awarded to a recipient from Florida.

Junior Tennis Champions Center
College Park, Maryland
The JTCC was host to the annual All-American Family Day Bash, a Memorial Day weekend tournament with TTTT as the beneficiary. This event for all ages involved a veterans adaptive tennis tournament, as well as community sponsors and a raffle to raise funds for ThanksUSA's scholarship program.

Milburn Country Club
Overland Park, Kansas
USPTA Missouri Valley professionals came together for a fun afternoon of tennis to share their passion for tennis and the military. “It is very rewarding to use our platform as tennis professionals to provide support to our military families that sacrifice for us every day,” they shared.

Westwood Country Club
Vienna, Virginia
An annual Tennis Thanks the Troops Memorial Day Tournament was enjoyed by members at Westwood Country Club. The event proceeds as well as additional contributions were donated to support the ThanksUSA military family scholarship program.

Questions? Please contact Jean Pletchette at TTTT@ThanksUSA.org or 515-468-8903.
SERVE FOR THOSE WHO SERVE

Join Tennis Thanks the Troops to give the gift of education to military families.

This participating tennis facility invites you to make a donation to benefit the ThanksUSA military family scholarship program.

ThanksUSA provides need-based college, technical and vocational school scholarships for the children and spouses of U.S. military personnel. Our recipients represent all branches of the military from all 50 states and D.C. Learn more at www.ThanksUSA.org.

The USPTA proudly supports ThanksUSA and the Tennis Thanks the Troops campaign.
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# Tennis Thanks the Troops Donation Card

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☐ Check here to register for next year’s Tennis Thanks the Troops

If mailing in donations, please mail this card with donations to **ThanksUSA • 1390 Chain Bridge Road, #260 • McLean, VA 22101**

Donation cards can also be emailed to **TennisDonations@ThanksUSA.org**. We can send a thank you letter to specific donors if you email us contact information for each donor and the amount they contributed.
Making Your Donation:

☐ Check (Made payable to ThanksUSA) *Please submit all cash and check donations with one check.*

☐ Credit Card (Circle one: Visa | Mastercard | American Express | Discover)

Credit Card #__________________________ Exp. Date__________ Sec. Code________

Name on Card______________________________

Billing Address__________________________________________

City________________________________ State___________ Zip_____________________

Visit www.ThanksUSA.org to submit your donation online using a credit card.

ThanksUSA is a 501(c)(3) charitable non-profit organization. Federal Tax ID: 203973151