

# **HOW TO RUN A SUCCESSFUL TENNIS CAMP**



# **What Do We Know About Running Camps?**

- **US Sports Camps (USSC) has been shaping young athletes since 1975, when founder Charlie Hoeveler purchased a struggling camp company called Tennis America from tennis legends Billie Jean King and Dennis Van der Meer.**
- **In 1994, USSC partnered with Nike, launching Nike Tennis Camps - a relationship that remains Nike's longest-standing partnership to date.**
- **Now, in 2024, USSC offers programs in over 24 sports and welcomes more than 175,000 campers and still growing!**



# **Key Elements to Consider When Planning a Summer Camp**

- **Experience has to be fun, engaging and supportive**
- **Safety is non-negotiable**
- **Health forms are mandatory for every camper**
- **The Website Matters**
- **Every detail counts**

# **Keys to a Successful Camp Launch**

- **Choose Your Location Wisely**
- **Start Early**
- **Time It Right**
- **Create Marketing Assets**
- **Get the Word Out**
- **Visibility On-Site**



# **Staffing & Operations Best Practices**

- **Hire the Right People**
- **Designate an Assistant Camp Director**
- **Pre-Camp Training is Essential**
- **Professional Appearance Matters**
- **Communication is Key**
- **Everyone Has a Role**



# **Pre-Camp Checklist**

- **Camper communication & Roster review**
- **Send a welcome email to camper families**
- **Email to include all the pertinent information about camp**

# Daily Schedule

- **Make sure all necessary information is on your website**
- **Have a daily schedule**
- **Keep track of attendance**
- **Communicate to each parent on any changes in the schedule**
- **Always have a “back up plan”, for inclement weather**

# **Camp Safety - PRIORITY #1**

- **Safety isn't optional. It's EVERYTHING.**
- **Know your surroundings**
- **Staff responsibilities**
- **Behavior & Respect**



# **How To Make Your Camp Truly Memorable**

- **The best camps go beyond tennis**
- **Set the Tone from Day One**
- **First Impressions Matter**
- **Engage with Every Camper**
- **Add Fun with Team Spirit**
- **Celebrate Sportsmanship**



# **Graduation & Closing Ceremony**

- **End the week on a high note!**
- **Plan a memorable closing event (30-45 mins)**
- **Invite parents and communicate to them with all the activities of the week**
- **Awards, slideshow or videos with highlights**
- **Team cheer performances from the week!**

# **Camp(er) Evaluations**

- **Have each staff member complete a brief evaluation of the campers**
- **Send an evaluation form after each camp to parents to get feedback of your camp**
- **Great internal notes for returning campers for next year**

# **Thank You & Follow-Up**

- **Personally thank both campers and parents for being part of your camp**
- **After camp ends, send a follow-up email that includes:**
  - **A message of appreciation**
  - **A short recap of the week**
  - **Ask for feedback after camp; whether it's verbal or written, you want to know how they think about your camp**
  - **Where to find camp photos or the video**



# Why Do Camps Fail?

- **Running a successful camp isn't just about having courts and coaches - it's about planning, promotion, and delivering a great experience from start to finish.**
- **Lack of Advertising & Promotion**
- **Weak Local Marketing**
- **No Focus on Retention**
- **Forgetting the “Experience” YOU HAVE TO CARE.**



# **Where Are Your Camps Headed From Here?**

- **With more camps available than ever before, the real question becomes: HOW DO YOU MAKE YOURS STAND OUT? The answer lies in value, experience, and effort.**
- **Stand Out in a Crowded Field - remember, parents have options.**
- **The Economy Will Influence Decisions**
- **Quality Will Always Win.**



# **Running a camp is hard. We know that.**

**Running a camp is rewarding - but let's be honest: you've got a full-time job. Who has time to handle all the behind-the-scenes "camp stuff"?**

**This is where US Sports Camps steps in.**

- **A Proven Partnership That Works**

- **You run the camp experience - we handle the administration portion of your camp.**
- **This is a revenue-share model that's been working for 50 years.**
- **It's a great source of supplemental income - and a chance to grow something meaningful in your community.**



# **What's In It For You? You can partner with us.**

- **We handle the Admin - You Focus on Coaching**

**USSC takes care of all the time-consuming logistics**

- **Marketing and Promotion**
- **Website Management & Registration**
- **Customer Service**
- **Email communication with families**

- **Partnering with US Sports Camps**

- **Nike-branded camper t-shirts**
- **Nike staff uniforms**
- **Balls for camp (appropriate balls for each level)**
- **Nike prizes and giveaways**
- **Dedicated camp liaison to support you before, during, and after camp.**





# **Build Your Brand - With Nike**

- **You're not just running a camp - you're building a Nike-branded program parents recognize and trust. It gives you instant credibility and the backing of an international brand that's synonymous with performance, safety, and quality.**



# **Final Thought:**

**The future of camps belongs to those who care deeply and plan deliberately. With the right foundation, your camp won't just grow - it'll become the one families return to, year after year.**



**If you want to run camps with us, let's Talk.**

**Contact me at [mnakajima@ussportscamps.com](mailto:mnakajima@ussportscamps.com)  
[www.ussportscamps.com](http://www.ussportscamps.com)**

**Do less work, run successful camps, and make great supplemental income!**

**Thank you!**



**Thanks for your time!**

