

Duke Tennis -Clinic for the Kids Community Outreach Best Practices

The coaches and players of Duke University's Tennis Program hosted its second annual Kid's Clinic in January. The clinic includes the coaching staff and all of the players of the Women's and Men's teams and is for area kids aged 7-17 of all skill levels. This year the coaches, in conjunction with The Royal Blue Club, Duke Tennis' Booster Club, expanded the clinic to focus on local inner city children as a way of giving back to the community.

The Duke Coaches and the Royal Blue Club reached out to the heads of several city youth organizations: those which focus on tennis as well as more general services. They included [DOCTA](#), [The John Avery Boys and Girls Club](#), [Durham Nativity School](#) and [Durham Parks and Rec](#). Duke University has an extensive Community Affairs organization and the Duke-Durham Neighborhood Partnership program leadership was consulted. In addition local tennis clubs, including the Duke Faculty Club and the Hollow Rock Tennis Club and their tennis pros Kelly Baker and Jim McDonald were invited to participate. See Exhibit 1 attached.

Leading up to the Clinic, local newspaper and TV outlets were invited to cover the event. The Duke student newspaper, The Chronicle, also was invited. A press release was drafted and distributed to local media and online press release sites. See Exhibit 2 attached.

The Royal Blue Club consists of local tennis enthusiasts and Duke supporters and played a role in promoting and organizing the Clinic. Attached Exhibit 3 was sent to all members and friends of members in the Club's database. Announcements also were posted on the Duke Tennis Facebook page.

The Clinic followed a Duke Men's Team match and participants were urged to come early to watch the players and see what Intercollegiate tennis competition is all about. After the match, at the start of the Clinic, both the Men's and Women's teams and coaching staff were introduced to the kids in attendance as many parents watched from the balcony. The Clinic was run by the coaches and local tennis pros and all of the team players were out, in uniform, hitting with the kids. The Duke Blue Devil mascot and cheerleaders participated and the Royal Blue Club handed out Duke Tennis "Livestrong" wrist bands. A great time was had by all. See photo, Exhibit 4, attached.

Larry Herst, President of the Royal Blue Club did a lot of the legwork for the Outreach aspect of the clinic and would be glad to answer questions from any school tennis program planning a similar event. Email Larry: larry@herst.net or call 919.688.8222