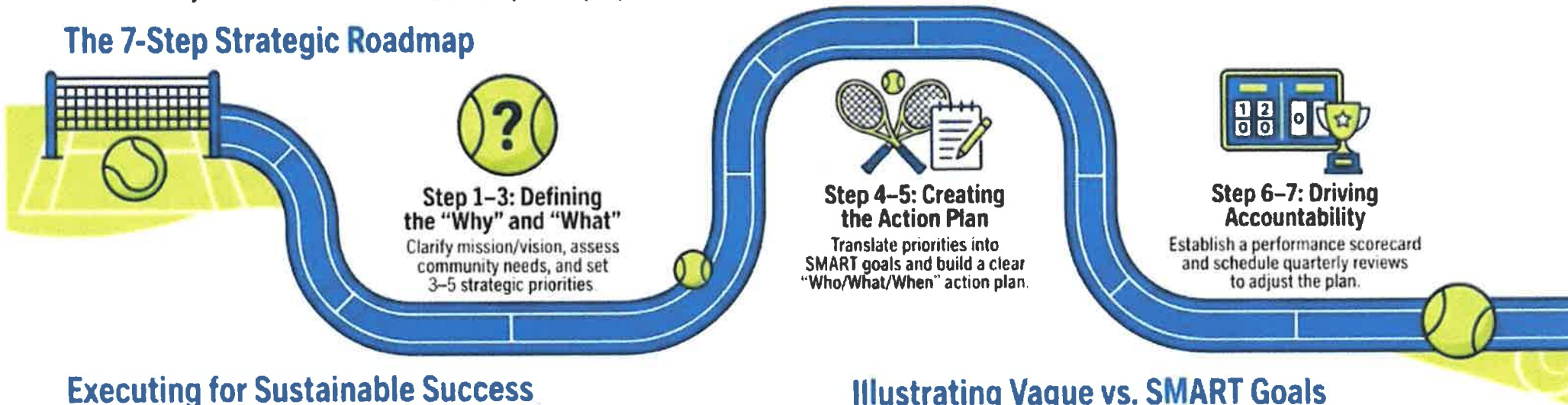


Planning With Purpose: A Roadmap for High-Impact Community Tennis Associations

Strategic planning transforms organizations into high-performing CTAs by aligning resources with community needs. This 7-step roadmap ensures every volunteer and dollar serves a specific purpose.

The 7-Step Strategic Roadmap



Executing for Sustainable Success



Use SMART Goals for Impact

Ensure goals are Specific, Measurable, Attainable, Relevant, and Timebound.



Avoid Common Planning Pitfalls

Beware of trying to do too much or planning without partner involvement.



Diversify the 4 Pillars of Funding

Balance program revenue, individual giving, sponsorships, and institutional grants for stability.

Illustrating Vague vs. SMART Goals

Goal Component	Vague Approach (✗)	SMART Approach (✓)
Target	✗ Grow junior programs	✓ Enroll 60 new juniors ages 8–12
Logistics	✗ Expand reach	✓ After-school programs at 3 schools
Deadline	✗ Soon	✓ By May, using 6 trained volunteers