

LTA X PLEDGEBALL – COMMUNICATIONS GUIDE FOR VENUES

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1. WHATSAPP MESSAGE FOR VENUES

Help our venue win £500 & enter the draw to win tickets to a 2025 LTA event! 🎯🌱

Go to pledgeball.org/ita and make a pro-environmental pledge.

THEN tell a friend.

The more people pledging, the higher the chance of winning.

Check out the League table: pledgeball.org/ita

#ProtectWhereWePlay

2. WHATSAPP MESSAGE ASKING FOR #PROTECTWHEREWEPLAY VIDEOS

Pledgeball is rallying the tennis community to join in a crucial mission: to voice why and where we play and that we want to #ProtectWhereWePlay! Add your voice! ✨

Shoot in portrait mode and say - "Hi, my name is (xx). I play for (venue). I want to Protect Where We Play and send us!

(link to upload video: <https://bit.ly/3TYvLMe>)

3. SOCIAL MEDIA POSTS

Post Category	Caption	Social Media Asset
Announcement post	Hello, hello! 🙌 Guess what? LTA and Pledgeball have partnered again this year, and the club that tops the Pledgeball league table will stand a chance to win a £500 grant. Also, one lucky winner can win tickets to the 2025 LTA event! 🎯 Go to pledgeball.org/ita and make a pro-environmental pledge. ☐ THEN tell a friend. 🙌 The more people pledging, the higher our chances of winning. #LTA #Pledgeball #ProtectWhereWePlay	
Generic CTA	Hi again! 🙌	

	<p>Want your club to win a £500 grant and tickets to the 2025 LTA event for yourself? 🎟️💰</p> <p>Head to pledgeball.org/lta and pledge now! 📣</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	
Mid-month post	<p>The clock's ticking, and so is your chance! ⌚</p> <p>But there's still time to rally behind our club for a chance to win big! 🌟</p> <p>Head to pledgeball.org/lta and pledge now! 📣</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	
CO2e saved post	<p>Our members are in a league of their own! 🌟</p> <p>We have pledged to save [insert from league table] kg of CO2e so far! 🔥</p> <p>Keep them coming, and remember - the more pledgers, the higher our chance of topping the table! 📄🏆</p> <p>PLEDGE 📍 in bio!</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	
Leaderboard position post	<p>Check-in! 🌱</p> <p>We stand at number xx with a pledge total of saving xx kg CO2e 🏆🏆</p> <p>Keep pledging at pledgeball.org/lta and help us win the £500 grant!</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	
Winner announcement post	<p>Bravo! 🏆🌟</p> <p>Thanks to you, our club has bagged a £500 grant and emerged as table toppers for the month in the Pledgeball League Table! 🏆📄</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	

Protect Where We Play post	<p>Our tennis courts are more than just spaces!</p> <p>Pledgeball is rallying the tennis community to make our voices heard for the love of our courts, and here is our chance to participate and make a difference.</p> <p>Shoot in portrait mode and say - "Hi, my name is (xx). I play for (venue). I want to Protect Where We Play!</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p> <p>Link to upload - https://bit.ly/3TYvLMe</p>	