

PLEDGEBALL - TEMPLATE COPY FOR YOUR MEMBER COMMUNICATIONS

SOCIAL MEDIA SUGGESTIONS FOR VENUES

Quick links

Link to website: bit.ly/3CclpPe

Link to explainer video: bit.ly/43r014K

Hashtags: #LTA, #Pledgeball #ProtectWhereWePlay

Suggested social media posts

Timing	Suggested post	Assets
Launch	<p>🌟 Attention tennis enthusiasts! Be part of something extraordinary</p> <p>🔗 Gain access to exclusive prizes, push us up the #Pledgeball League, and help us to #ProtectWhereWePlay</p> <p>Find out more 📄 bit.ly/43r014K</p> <p>#LTA</p>	<p>Video file Link to League table</p>
During campaign	<p>🚀 Ready for an update? We're gaining ground in the LTA #Pledgeball league!</p> <p>🏆 Join us to protect where we play and enter the draw to win Davis Cup tickets & more</p> <p>Get involved 📄 bit.ly/3CclpPe</p>	<p>Graphic from poster Link to league table</p>
During campaign	<p>👤 Hey tennis lovers! We've risen in the LTA #Pledgeball league. Let's aim for the top!</p> <p>🔗 Be part of the action, enter the draw to win Davis Cup tickets & more and join us to #ProtectWhereWePlay</p> <p>Find our more 📄 bit.ly/43r014K</p>	<p>Video file Link to League table</p>
Mid-campaign build up	<p>👤 Hey tennis lovers! It's crunch time as the #Pledgeball League 1 of 2 comes to an end —let's make this our winning moment!</p> <p>🔗 Be part of our final surge, enter the draw to win Davis Cup tickets & more & join us to #ProtectWhereWePlay</p> <p>Find out more 📄 bit.ly/43r014K</p> <p>Get involved 📄 bit.ly/3CclpPe</p>	<p>Video file Link to League table</p>

<p>Second round - campaign restart</p>	<p>📢 Calling all tennis fans! Round 2 of the LTA #Pledgeball League begins—let's claim the top league spot!</p> <p>🏆 Join us to push for victory, enter the draw to win incredible prizes & #ProtectWhereWePlay</p> <p>Find out more ➡ bit.ly/43r014K</p> <p>Get involved ➡ bit.ly/3CclpPe</p>	<p>Video</p>
<p>Final push</p>	<p>🌟 It's the grand finale! Let's give it our all to finish as league champions!</p> <p>🎁 Join us for one last push, enter the draw to win Davis Cup tickets & more & join us to #ProtectWhereWePlay</p> <p>Find out more ➡ bit.ly/43r014K</p> <p>Get involved ➡ bit.ly/3CclpPe</p>	<p>Video Link to League table</p>

Newsletter or blog copy for venues

PROTECT WHERE WE PLAY AND WIN DAVIS CUP TICKETS

This summer the LTA has partnered with charity Pledgeball, giving members and venues the chance to win Davis Cup tickets and behind the scenes tours of the All England Lawn Tennis Club.

As the tennis community we have a huge amount of power to drive change to protect this sport and the conditions we need to play it. Together with the LTA, we're inviting the tennis community to unite in taking action, demonstrating the huge impact we can have together and paving the way for other sports to follow:

- Just 200 members switching to car-sharing saves the same number of emissions as taking 15 cars off the road.
- All members of the tennis community, simply switching to washing at 30 degrees equates to taking over 60,000 cars off the road.

How does it work?

- Make a pledge in support of your venue here [\[Insert bit.ly/3CclpPe or venues can click on their venue there and use their own link\]](https://bit.ly/3CclpPe) e.g., switch to using a reusable cup
- This will enter you into the draw to win Davis Cup tickets.
- See your collective impact as a venue.
- Spread the word: encourage everyone you know to pledge in support of the venue - the more people who pledge, the higher venue will climb up the [LTA Pledgeball League](https://bit.ly/43r014K), increasing your chances of winning an AELTC behind-the-scenes tour for your venue.

bit.ly/43r014K