

# WORLD PICKLEBALL DAY

## COMMUNICATION PLAN IDEAS

### ◆ FACEBOOK

- Share WPF Facebook posts
- Help grow pickleball by LIKING and SHARING WPD posts. Goal of 1M social media posts related to WPD by mid October.

### ◆ EMAIL YOUR MEMBERS

- Inform members about WPD
- Encourage clubs to open up their doors on the day for free taster sessions
- Encourage players to tell others about WPD

### ◆ NEWSLETTER

- If you send a newsletter to clubs or players, include World Pickleball Day in that newsletter, encouraging everyone to get involved.



### ◆ YOUR ASSOCIATION WEBSITE

- Feature WPD Banner on your HOME page
- Create a WPD page with further information on the day tailored to cover of country level/club level activities
- Include a link to WPF WPD Landing page which will enable visitors to download Tool-Box.

### ◆ WPD MERCHANDISE

Encourage players to purchase T-shirt or other merchandise with WPD logo and your Association logo.

- Either you can arrange print/production locally.
- Leverage Yoorna to arrange print/distribution of your design. 10% of sales is earned by the country Association.