

Stephanie Waterman Foundation

“Uniting
Communities One
Serve at a Time”



Integrated Marketing Campaign - Service

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Presented To:

The Stephanie Waterman
Foundation



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OVERVIEW

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The Stephanie Waterman Foundation is a non-profit tennis organization that gives underprivileged kids an opportunity to learn how to play tennis at a very low cost. The foundation provides lessons and holds camps for players ages 8-18. These camps and lessons are at Northland Racquet Club and at outdoor courts around the North Kansas City area.

Target Market

- P** CORE MARKET
 - RACQUET CLUB MEMBERS (OPRC, NRC)
 - C.R
- S** OUTREACH MARKET
 - SCHOOLS WITH LOWEST NUMBER OF PARTICIPANTS IN THE FOUNDATION - P.R
- T** COMMON INTEREST MARKET
 - JUNIOR AND ADULT TENNIS AND PICKLEBALL PLAYERS - F.R

BUDGET

~ \$8700

3 KEY METRICS:

- 1) TOTAL REVENUE**
 - TOTAL AMOUNT OF MONEY MADE THROUGH THE 10 MARKETING ACTIVITIES
 - SHOWS THE EFFECTIVENESS OF OUR MARKETING
- 2) NUMBER OF NEW PARTICIPANTS**
 - INCREASE IN JUNIORS JOINING THE FOUNDATION
 - THIS ACCOMPLISHES THE MAIN GOAL OF EXPANDING OPPORTUNITY
- 3) DIGITAL PRESENCE**
 - AN INCREASE IN THE FOLLOWING WILL SHOW THE EFFICACY OF ONLINE MARKETING
 - GIVEN THE SMALL BUDGET OF A NON-PROFIT, OUR SOCIAL MEDIA NEEDS TO BE UTILIZED.

CAMPAIGN OBJECTIVES:

- 1) Increase Contribution revenue by 30%**
- 2) Increase fundraiser revenue by 60%**
- 3) Increase Program service revenue by 27%**
- 4) Boost Website traffic**
- 5) Expand the program**
- 6) Increase digital presence**

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Total Marketing Activities

- Includes:
- 2 donor presentations
 - 2 fundraiser tournaments
 - 2 outreach opportunities

I
M
P
A
C
T

- I** Implement website SEO, and tennis activities
- M** Master the use of social media promotion to gain new participants
- P** Promote the tournaments, practices, and fundraisers we are hosting
- A** Apply for grants from the USTA to expand our budget
- C** Connect to our donors and participants to increase foundation loyalty
- T** Transform the lives of low-income junior tennis players through the foundation

OUR MISSION

We will run a profitable marketing campaign by prioritizing 3 key markets, with the end goal of maxing out production in NKC and having the budget to expand the foundation and create greater outreach programs to provide opportunities to play tennis for kids in lower-income areas.

DESCRIPTION

The Stephanie Waterman Foundation is a non-profit tennis organization that primarily serves underprivileged or at-risk kids (8-18) from inner-city neighborhoods in North Kansas City. They provide tennis, fitness, and life skills through after-school programs, summer camps, tournaments, and a winter high school program. They started in 1987 with the vision of being a non-profit organization that develops junior tennis players across the Kansas City urban area. The organization was founded by Jennifer Waterman and is directed by Scott Hanover. The program has 40+ volunteer/part-time coaches and 1750+ participants. Their winter program has ~75 participants from 11 different high schools.

Problem

There are many families outside of the NKC area in need of affordable opportunities for tennis, but the foundation is not making a profit and doesn't have the money to expand and reach those in-need areas.

Solution

By running a low-budget, profitable marketing campaign through fundraisers, presentations, and local outreach. With the profits, the foundation will be able to expand and reach more low-income areas.

SWOT ANALYSIS

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STRENGTHS

- They have connections with several big clubs in the area
- Strong Facebook following
- Several volunteer workers

WEAKNESSES

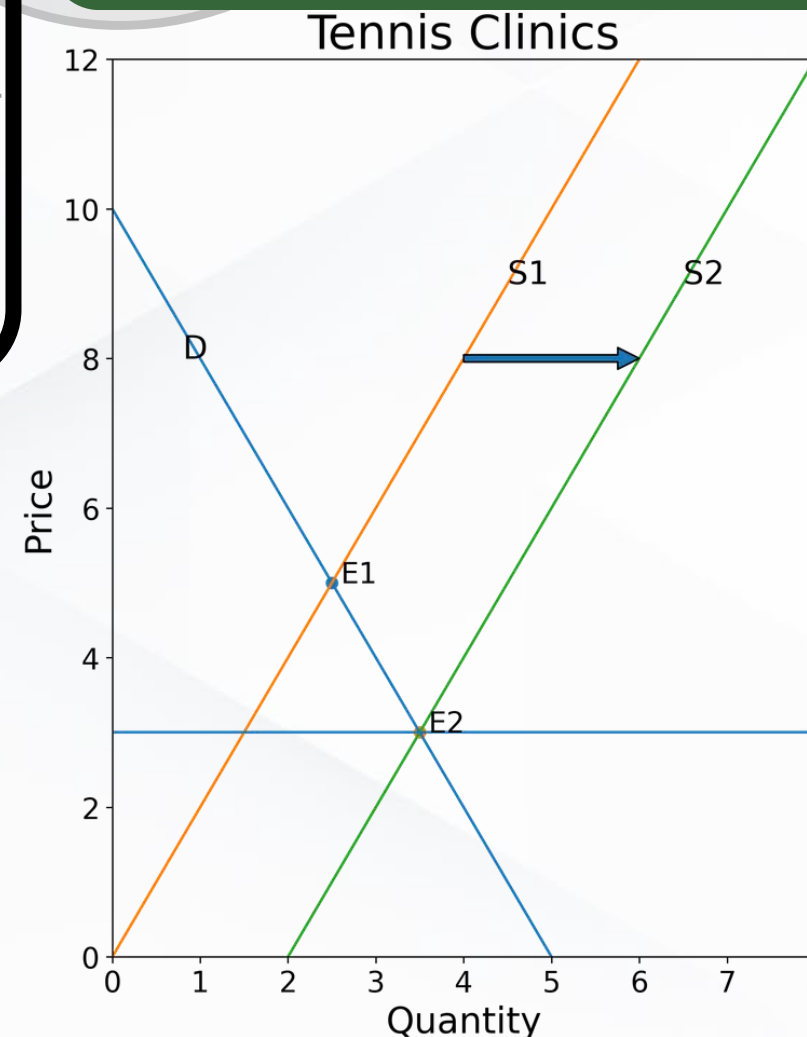
- Total Cost's exceeded total revenue last year
- Website and social media are not up to date
- Low budget

THREATS

- Currently experiencing economic loss
- Increasing popularity in other youth sport options
 - Basketball, soccer, football

OPPORTUNITIES

- Current partnerships provide low-budget fundraisers
- Demand for affordable tennis is very high
- Obtain grants through USTA



S

Serves low-income families primarily, but also helps some middle-income families

E

Educates juniors about the sport and healthy habits they can do daily

R

Rally's support from donors and partners

V

Value's responsibility and leadership skills

E

Expands access to tennis in the NKC area for ages 8-18



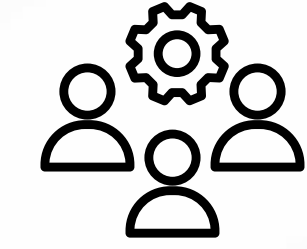
INCREASE CONTRIBUTION REVENUE BY 30%

- Achieve a net gain of \$10,000
 - Contribution revenue is revenue from donations
- 2 presentations to excite potential donors



INCREASE PROGRAM SERVICE REVENUE BY 27%

- Obtain a net gain of \$5,000
- Outreach to schools
 - Provide opportunities to the lower income areas



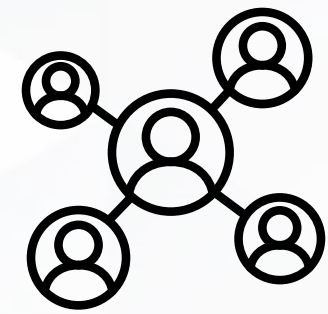
INCREASE DIGITAL PRESCENSE

- Increase social media following by 250%
- 400-→1000 followers
- Create a tiktok account



INCREASE FUNDRAISER REVENUE BY 60%

- Secure a net gain of \$5,000 through fundraisers
- Complete 2 tournament fundraisers



EXPAND THE PROGRAM

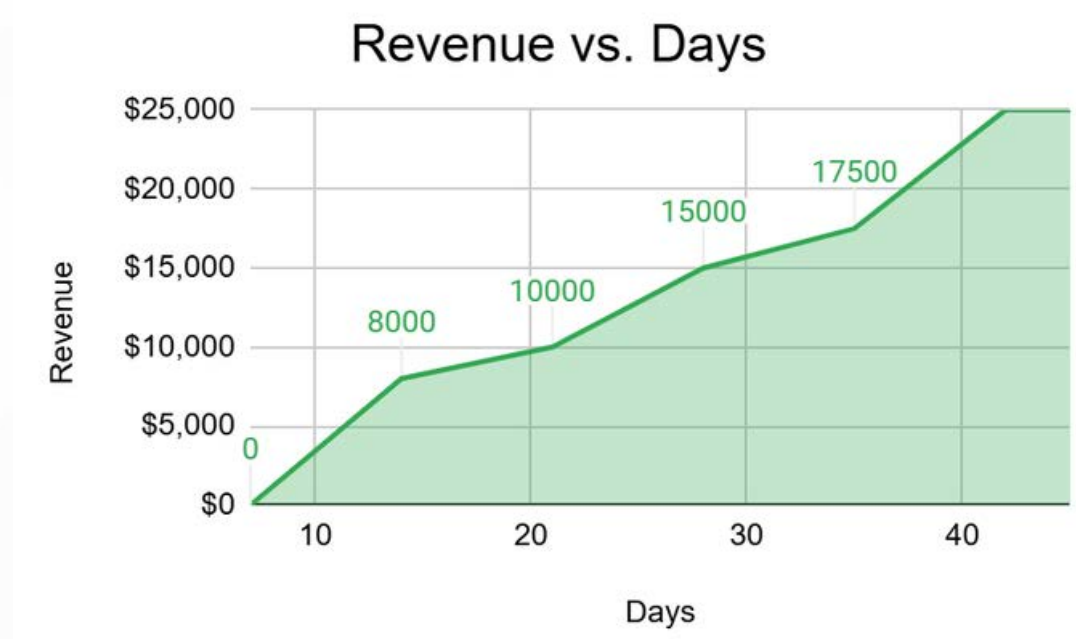
- Increase the number of members in our program by 10%
 - 1750-→1900
- 25+ new winter program members



BOOST WEBSITE TRAFFIC

- Increase online traffic by 15% through SEO
 - Update website with more events

PROJECTED REVENUE WHEN OBJECTIVES ARE ACCMOPLISHED



CAMPAIGN TARGET MARKET



PRIMARY

OPRC AND NRC MEMBERS

- OPRC members: OPRC is a high-end tennis club near NKC
 - Members are big fans of the sport
 - Gain audience through Elliot McDermed, OPRC coach and SWF partner
- NRC members: NRC is a tennis club in NKC and is partnered with SWF
 - Members at the club have a personal understanding of the foundation

Contribution Service Revenue

- Money from individual donors
- Seeking our biggest gains in revenue from these donors

SECONDARY

UNDERUTILIZED SCHOOLS

- Schools in the foundation that have a low number of participants
- Winnetonka and Lincoln Prep have a low number of participants and need economic assistance
 - Northland location
- Truman and William Chrisman are 2 other schools that are being undermarketed
 - At the Match Point KC location

Program Service Revenue

- Money from schools for providing opportunities to their students
- Participants paying for coaching

Markets to new potential members, which helps expand the foundation

TERITARY

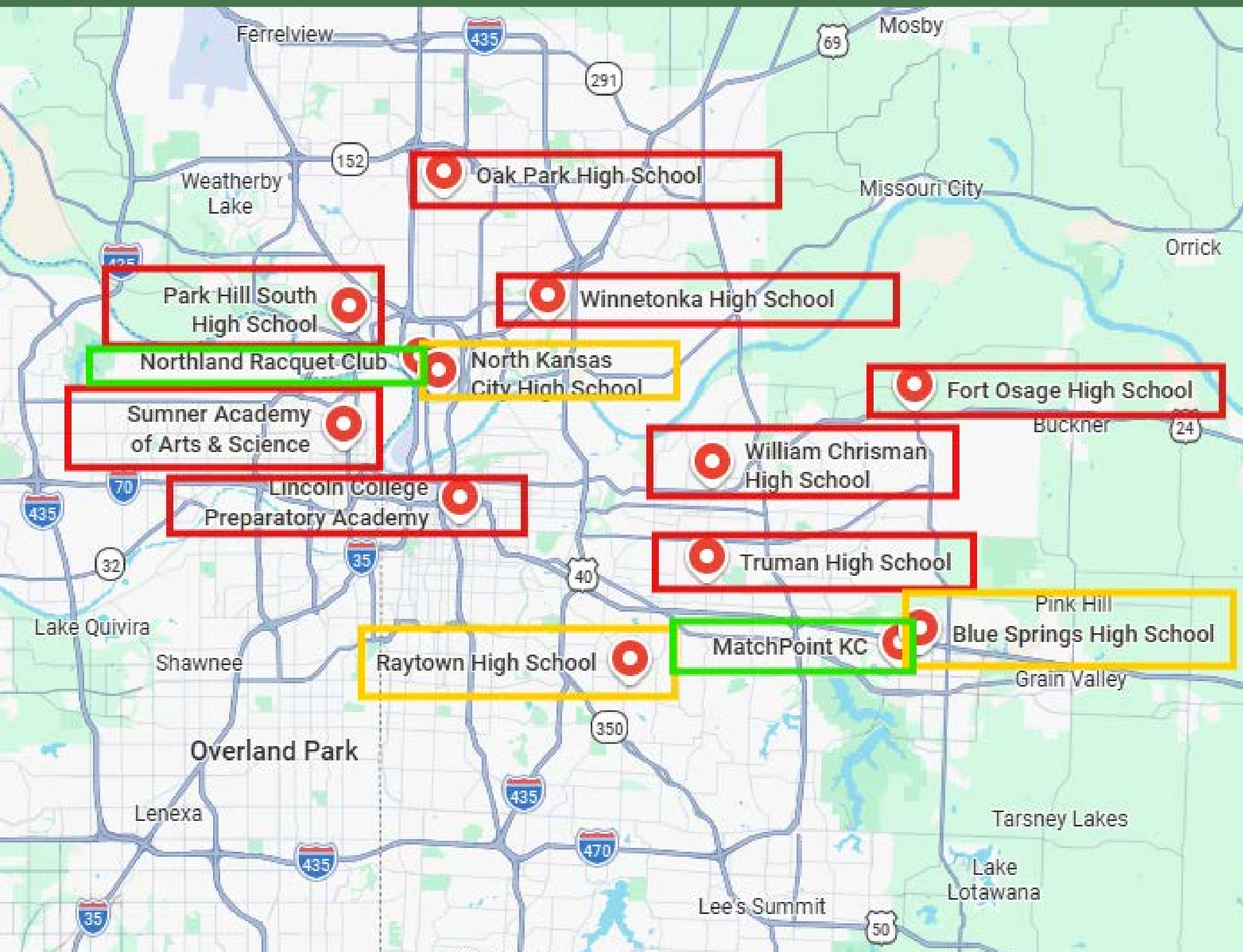
ADULT AND JUNIOR TENNIS PLAYERS

- Junior tennis players in the NKC will be targeted to join our fundraiser tournaments
 - Junior players need tournament matchplay
- Adult tennis/pickleball players
 - Use Chicken N Pickle courts to host a tournament for these players
- Primarily middle and upper class

Fundraiser Revenue

- Money we receive from tournament fees
- equivalent revenue of racket donations through the tournament

MAP OF MEMBERS



Map Key:

Tennis clubs where the foundation practices

Schools with the largest number of participants

Schools with a lower amount of participants

MARKETING ACTIVITIES

-PRESENTATION TO CLUB MEMBERS

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RAFFLE CHARITY NIGHT @NRC



We will use the partnership with Northland Racquet Club to gain an audience of its members. We will present the values and goals to build belief in our campaign. Then we would excite these potential donors by incentivizing them through raffles and using the emotional pull of a non-profit. Raffles would include offering brand-new racquets to the winner from members with big donations, and smaller prizes like free tennis lessons and ball cans to the winner of the smaller donation raffles. This would increase the foundation's contribution revenue.

BUDGET
~ \$1,000

PROFIT
~ \$3,500

REVENUE
~ \$4,500

RAFFLE CHARITY NIGHT @OPRC



Use the foundations' connection with Elliot McDermid, a staff member of SWF and Coach at OPRC, to obtain a presentation opportunity to the members of OPRC and pitch to them incentives for donating to SWF. Similar to the northland presentation, donors will be put into a raffle to win prizes based on the dollar amount of their donation. Prizes include brand new racquets, free private lessons, and ball cans. OPRC is a higher-end club, and members would have the opportunity to make a huge impact on the foundation.

BUDGET
~ \$2,000

PROFIT
~ \$6,500

REVENUE
~ \$8,500

MARKETING ACTIVITIES

BOYS 18 & UNDER TENNIS TOURNAMENT FUNDRAISER @ PLAZA TENNIS CENTER

We will use the foundation’s connection with USTA to acquire the Plaza tennis center courts for a weekend tournament. The foundation will host the tournament paying for balls, trophies, and coaching if volunteers run low. The tournament consists of a 32-player singles draw and 16 player doubles. The entry fee is \$75, but if a player brings in and donates an old racket, they will be discounted \$25 off the tournament fee. In early October, girls are still in high school season, but boys are not, which is why we will target the boys’ 18s in the NKC area. This low-budgeted tournament fundraiser will bring in great revenue, and the winners of the tournament will be congratulated by our marketing directors and posted on social media with their consent.

BUDGET

~ \$500

REVENUE

~ \$2,500

PROFIT

~ \$2,000



PICKLEBALL ROUND ROBIN FUNDRAISER @ CHICKEN N PICKLE

We will partner with Chicken N Pickle, a laid back restaurant with pickleball courts. The foundation will host, agreeing to buy \$1000 worth of food in exchange for the free court space and paddles. Seeking 5% of the proceeds spent on food and drinks during the event, going to the foundation. We will set up a matchplay bracket, no elimination, everyone gets to play for 2 hours. The entry fee is 100\$ per team of 2, with a \$25 deduction for the donation of old tennis rackets. The round robin tournament is open to all ages, men, and women. Winners will receive a trophy and a shoutout on social media for participating in the charity event. This fundraiser has a big budget but will generate even bigger revenue and will generate great engagement on our social media platforms.

BUDGET

~ \$1,500

REVENUE

~ \$4,500

PROFIT

~ \$3,000



MARKETING ACTIVITIES

P.E. TENNIS LESSONS

BRING A FRIEND TO PRACTICE

Event hosted at our practice locations, NRC and Match Point KC. Players get to bring a friend to practice so they can try it out for free. Players won't even have to go buy a racket because the rackets from our fundraiser will be lent out to players who dont have one. Practice will be laid back with fun games and lots of energy. Although this event doesn't generate revenue, it does spread the foundation, and we will likely secure some new members for the upcoming season. It's a great way for the foundation to serve and build good relationships with the community. Will need to rent out 1 extra court for 5 days.

BUDGET
~ \$200

THIS EVENT WON'T MAKE US PROFIT, BUT IT WILL GET OUR NAME OUT TO A LOT OF NEW POTENTIAL MEMBERS AND DONORS, LEADING TO FUTURE REVENUE

The foundation's primary demographic for new players is the 10-and-under range. We will target this age group through elementary schools in the NKC school district. The foundation will use the donated rackets and leftover tournament tennis balls to provide lessons to elementary school kids during their P.E. In addition, we will use the school to email families information about our program to help reach future participants. This service will generate revenue through the school paying the foundation a reduced price to provide these lessons. Lessons will last a week straight, giving kids a great introduction to tennis

BUDGET	REVENUE	PROFIT
~ \$1000	~ \$6000	~ \$5000



MARKETING ACTIVITIES

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APPLICATION FOR A GRANT FROM USTA

USTA Missouri Valley is the regional section of the nationwide association. They have 4 grant opportunities throughout the year with a \$5,000 reward. The grant opportunity during our 45-day timeline is on October 17th an application will be submitted. Since the foundation is a non-profit, they are very likely to receive this grant alongside some great recognition. There is no application fee for the grants, so if the foundation is accepted, we will receive a profit of \$5,000 that can be used to help expand the program.

BUDGET

~ \$0

REVENUE

~ \$5000



DIGITAL MARKETING



1st part of our digital marketing is to begin our Social Media campaign immediately and it will continue through the entire 45 day schedule. The social media campaign consists of updating the current socials: Instagram, Facebook, and Twitter, creating a tiktok account, and posting daily about upcoming events and then updates on the progress of the campaign.

2nd part of digital marketing is to update the website; it's currently very old and outdated. We will implement S.E.O so that when families in the area look for youth sports programs, the SWF website pops up. We will continue to update the website throughout the campaign, giving updates on the donor presentations, fundraisers, and services in the community

BUDGET

~ \$2,500

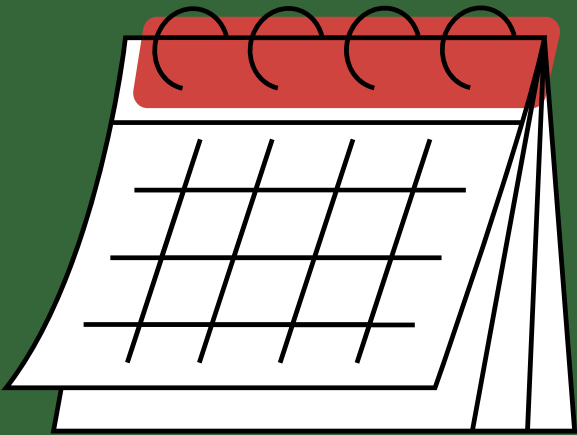
REVENUE

~ 0

***SINCE WE WILL OBTAIN A \$5,000 GRANT FROM USTA, WE FEEL WE CAN BUDGET OFF \$2,500 TO BRING OUR SOCIAL MEDIA AND WEBSITE UP TO SPEED**

45-DAY PLAN

OCTOBER 1ST - NOVEMBER 14TH



OCTOBER 1ST - 8TH Digital Marketing Starts on day 1 and continues through the 45-Day Plan	OCTOBER 9TH - 11TH Boys 18 & Under Tournament Fundraiser @ The Plaza Friday-Sunday (October 9-11)	OCTOBER 15TH - 18TH October 15 th , apply for a grant (application due the 17 th) Sunday the 18 th , pickleball tourney @ chicken n pickle	OCTOBER 26TH - 30TH Bring a friend to practice occur the whole week during practice Monday - Friday
NOVEMBER 2ND - 6TH Elementary school lessons Monday - Friday	NOVEMBER 10TH - 12TH OPRC and NRC Raffle charity nights NRC on the 10 th (pickleball night at NRC) OPRC on the 12 th (parent meeting night at OPRC)	NOVEMBER 13TH - 14TH Digital marketing	*THINGS TO NOTE Social media posting is every week The website is updated after each event

MARKETING ACTIVITIES BUDGET



GRAND TOTAL~\$8,700

Activity	Cost Description	Budgeted cost
Donor presentation @ NRC	2 rackets - \$500, 3 private lessons \$210, \$50 ball cans, \$240 food and drinks	\$1,000
Donor presentation @ OPRC	4 Racktes - \$1,000, 5 Private lessons - \$400, \$600 t-shirts	\$2,000
Boys 18s tourney @ Plaza	32 cans of balls - \$100, trophies - \$200, snacks - \$50, tournament diretor - \$150	\$500
Pickleball tourney	Agree to buy \$1,000 worth of food and drink, trophies \$200, tournament directors (2) -\$300	\$1,500
P.E Lessons	Hire 2 coaches for weeklong practice lesson at schools, \$500 per coach	\$1,000
Bring a friend to practice	1 extra practice court -\$40 x5 days = \$200	\$200
Digital Marketing	Hire woker to run social media campaign, Hire a tech consultant to implement SEM into website	\$2,500
Application for Grant	free application	\$0
Total		8,700

CONTRIBUTION BUDGET	PROGRAM SERVICE BUDGET	FUNDRAISER BUDGET	DIGITAL BUDGET	TOTAL BUDGET
\$3,000	\$1,200	\$2,000	\$2,500	\$8,700

RUNNING A LOW-BUDGET CAMPAIGN IS KEY TO THE 45 DAY PROGRAMS SUCCESS, BECAUSE THIS NON-PROFIT CANNOT AFFORD THE BIG-DOLLAR MARKETING ACTIVITIES

BUDGET JUSTIFICATION



To justify the spending on the activities for the campaign, we will look at total revenue, profit, and the R.O.I.

TOTAL REVENUE	TOTAL BUDGET	TOTAL PROFIT
\$25,000	\$8,700	\$16,300

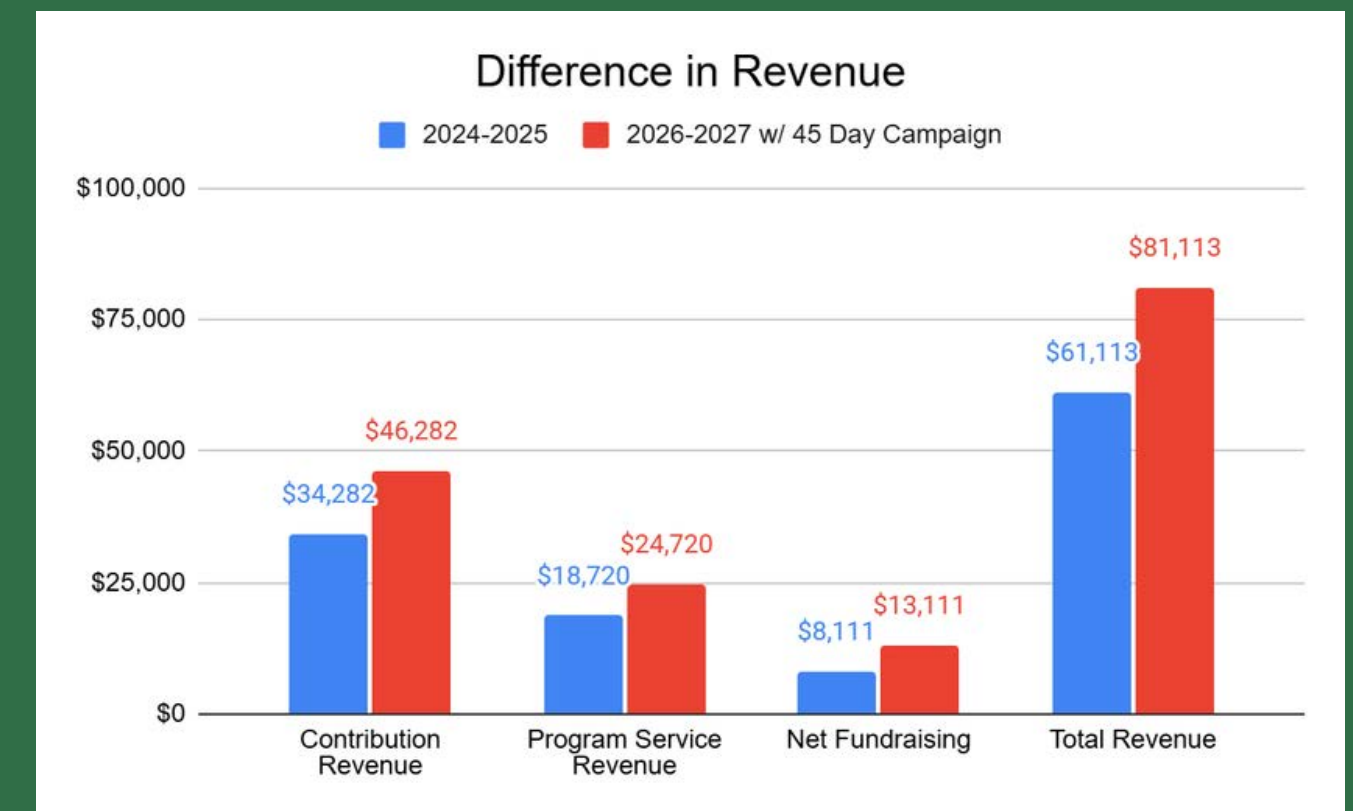


*These numbers DO NOT include the extra \$5,000 made from the USTA grant, since no money was actually spent on the activity. Numbers are only justifying every penny that we spent

SUB CATEGORIES

Based on financials from 2024-2025 year

- Net gain of \$10,000 in contribution revenue = 30% increase from 2024-2025
- Net gain of \$5,000 in program service revenue = 27% increase from 2024-2025
- Net gain of \$5,000 in fundraiser revenue = 60% increase from 2024-2025



With the increase in revenue during the 45 Day campaign, the foundation would turn a profit, maximize production in NKC, perfect their program, and have a budget to replicate and expand to other low-income areas in need.

KEY METRICS

TOTAL REVENUE

The total amount of money made throughout our marketing campaign

This metric will show the effectiveness of our marketing and how much belief there is in the growth of the foundation. If our total revenue goal is met, we will turn a profit on this campaign meaning expansion is a possibility.

NUMBER OF NEW PARTICIPANTS

Increase in the amount of juniors joining the organization

This metric shows whether we were able to accomplish the foundation's main goal of expanding opportunity to play tennis in low-income communities

DIGITAL PRESENCE

Total amount of followers and views over all social media accounts

An increase in followers across all of our socials will show that our online marketing is effective. The revenue and new members generated through online marketing will provide evidence to continue putting money into it. It also incentivizes businesses to work with us because we can give them good publicity.

MARKETING STRATEGIES

REVENUE STREAM DIVERSIFICATION

By looking at multiple areas to obtain revenue, the foundation becomes more resilient and is set up better for long term success.

- Creates stability throughout the foundation
- Reduces the risk of having a bad quarter and the business going under
- 97% of non-profit leaders report making a goal of diversifying in the upcoming year
- 30% of large nonprofits already have a secondary revenue category that accounts for at least 10% of total income

UTILIZE PARTNERSHIPS AND CONNECTIONS

Since the foundation is a non-profit, it's important to use partnerships and connections to receive discounted prices and reduced costs.

- Partnerships we will utilize
- NKC, get an extra court granted for bringing a friend to practice day. Use their facility to present raffles for donor opportunities
 - USTA, use them to obtain free court space to host a tournament at Plaza Tennis Center
 - Elliot McDermed, head pro at OPRC, use our connection with him to gain an audience with the OPRC members.

USE COMPLEMENTARY ACTIVITIES

By using complementary activities, we can lower costs for the campaign.

- Complementary activities include:
- 2 tournament fundraisers include discounts on the tournament fee if a racket is donated
 - We will use those rackets to provide rackets during lessons to the Elementary schools and bring a friend to practice day.
 - Balls bought during tournaments will also be reused.

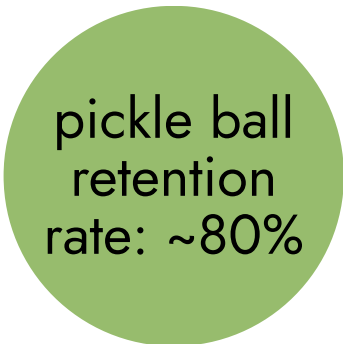
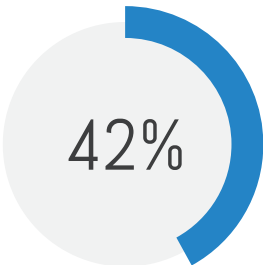
IMPLEMENT INCENTIVE PROGRAMS

By offering incentive programs, we will encourage and excite donors about their ability to make a big impact on the foundation and the sport they love.

- Programs include:
- Targeted raffles for donors, bigger prizes for larger donations. Prizes are tailored towards donors' wants.
 - Show quantifiable impacts for donations
 - Top donors and partners will receive a shout-out on social media
 - All donors and partners will receive thank-you letters in the mail

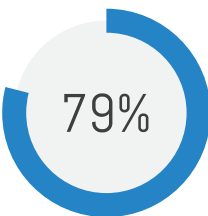
**“LOW BUDGET,
BIG IDEAS”**

42% of nonprofits rate raffles as "extremely effective" for fundraising



Some clubs are seeing numbers as high as 85%

TENNIS
RETENTION RATE:



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APPENDIX

- I, Drew Miller, work as a coach for the Stephanie Waterman Foundation. My boss is Scott Harmon, a director at the foundation. I was able to find information on the participant demographics through this. We plan to submit this marketing campaign to the head of the Foundation with the goal of implementing our ideas. We are very excited to get started and see this campaign come to life.