

Stephanie Waterman Foundation

“Uniting Communities One Serve at a Time”



Integrated Marketing Campaign - Service

Presented By:

Caelin Bradford & Andrew Miller
Park Hill High School
7701 NW Barry Road
Kansas City, MO 64152
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Presented To:

The Stephanie Waterman
Foundation



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OVERVIEW

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

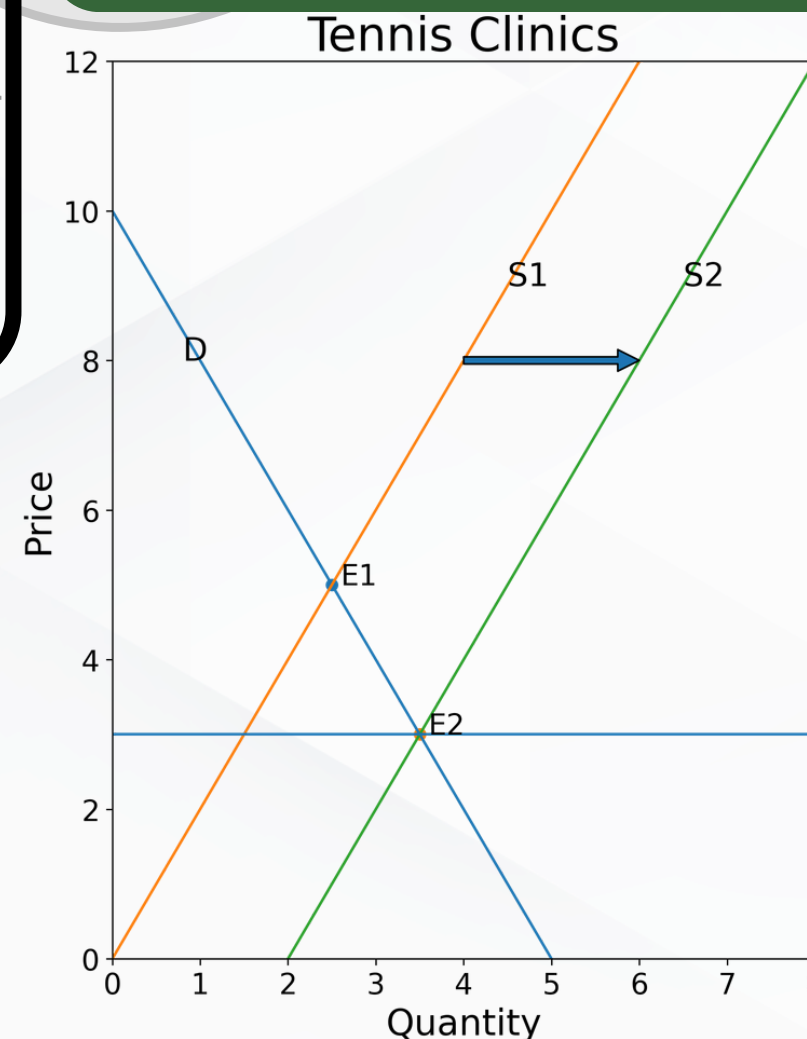
- Total Cost's exceeded total revenue last year
- Website and social media are not up to date
- Low budget

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