

Young Folks Tennis 2026: “Beginner Pathway to Match Play in 12 Weeks”

Host/Grant Application and Programming Description

Dear Winston-Salem Area Tennis Professionals:

Winston-Salem Tennis Inc. is excited to launch an updated version of **Young Folks Tennis** for 2026. Please read below for the program description, grant application process, and logistics. We hope that you will play a part in this YFT Grant for 2026 and help us to *get more children from new racquets to beginner level match-play in 12 weeks!*

Host Grant Applications Due by January 1st for offerings to begin February-April.

BENEFITS of this program: **Young Folks Tennis: Beginner Pathway to Match Play:**
12-Week Beginner Tennis Program (Targeted for ages 8-12)

Sold as a 12-week program, with one 90-minute session per week OR an expedited 6-week intensive program featuring two 90-minute sessions per week. Targeting groups of 8 kids max per class/court session. The classes will be sold through the Serve Tennis platform, and we or NC Tennis will help you to create the class in the system (which we will then market on our site and on social media along with you!). **This program is geared toward total newcomers to tennis or juniors at the beginner level.**

- **The first four sessions are subsidized entirely by a grant from Young Folks Tennis (\$40/participant value).** Winston-Salem Tennis will pay the host for this portion to reduce the cost to participants, allowing you to offer this introductory program at a lower price-point.
- Participants will be charged \$100 for the entire 18-hour session. Hosts will earn \$135/participant (\$5 goes to NC Tennis for Racquets). With 8 juniors, this equates to a revenue per host of \$60 per hour.
- Winston-Salem Tennis Inc will help market these sessions for you through our email lists, on our website, and on our social media platform to direct interested children to your program.
- Sessions can be segmented by age group (8-9 year olds for orange ball and 10-12 year olds for green ball) at the registration point to give you a smaller range of ages to teach for greater success.
- The goal of the 12-week class format (vs previous 4-week programs) is to increase the likelihood that the juniors will continue playing tennis. It creates a funnel of new students for your programming, students who will hopefully continue with clinics, lessons, and JTT upon completion.
- Winston-Salem Tennis Inc will provide hosts with rackets for players to keep.

- A member of the WS Tennis board or the JTT Director is invited to come to a few practices during the last 4-week portion to explain JTT to the parents and encourage registration. Parents will be coached on how to captain and run a team.
- **For your convenience, the teaching curriculum is provided by Winston-Salem tennis;** site hosts are expected to follow the curriculum provided and then teach children how to play a match with various match play scenarios (a list of key competencies will be shared).
- All registrations go through Serve Tennis and you receive the contact information for all of those registered for your program. ***You are responsible for administering and communicating with the individuals registered for your course.*** Communicate with the parents ahead of time about what to bring and what to expect, and communicate rain-out plans and/or cancellations, when necessary.

Recommendations for Programming (Not mandatory, but suggested):

1. Consider programming on Sundays; once juniors complete this program, they can continue playing on Sundays by signing up for JTT (Junior Team Tennis), which always plays on Sunday afternoons.
2. Offer back-to-back programming. For example Orange Ball from 1-2:30 and Green Ball from 2:30-4.
3. Consider offering Try-Tennis for adults at the same time (so the parents can also learn to play tennis).
4. Have a program that the juniors can enroll in to continue playing upon completion of these 12 weeks.
5. Engage a high school tennis player to assist you with the instruction for greater hands-on instruction.

Young Folks Tennis Grant Application Process: Link to Apply:

<https://form.jotform.com/253175856214157>

Deadlines:

- **January 1st for Programs to Begin February 1 through April 30.**
- April 1st for programs to Begin May 1-July 30
- July 1st for programs to begin August 1 – October 31

Additionally, we will continue to offer grants for the FREE, shorter version of Young Folks Tennis, but these will be called Young Folks Tennis: 4-Week Micro Session. We will share more information in 2026 about when to apply to host these Micro Sessions.

If you have questions or would like to discuss this programming in more detail, please contact JoAnn White, Winston-Salem Tennis Inc. Board Member, at jasofis@hotmail.com