Personal Touch

Invite players to belong to the USAPA:

• Cultivate the novice and intermediate player as a USAPA Member - not just the tournament player

• Make real the value of the USAPA by personally promoting
  ➢ Member-led beginner and skills clinics
  ➢ The USAPA website – Places to Play, Rules, Training, etc.
  ➢ Member Rewards Program with discounts on tournament fees, paddle purchases and more!
  ➢ Ladder leagues
  ➢ The really cool Member t-Shirt
  ➢ Always have USAPA Membership forms with you
  ➢ Watch for the right timing when a player sees the value of the game and the organization that supports it

• Comfortably and simply invite players to join

• Make it easy by collecting their member fee on the spot and by using your PayPal account to pay for their application

• Easy, effective and part of the personal relationship we seek with all of our players

There is considerable evidence that the personal touch approach is highly effective. The latest evidence is the Players List for the First Annual Rochester Pickleball Fest which includes recreational as well as sanctioned competitive events. The recreational events include Speed Pickleball and a Mixed Generation event. There are 115 players registered for multiple events in the Fest, 74 are USAPA Members.