

LTA X PLEDGEBALL – COMMUNICATIONS GUIDE

WELCOME

The LTA have partnered with Pledgeball for the third year to unite the tennis community in tackling climate change and protecting where we play - rallying for tomorrow.

How does it work?

It's very simple - we are inviting the tennis community to join us in making nature-friendly choices in support of their club at pledgeball.org/ltax

→ This will enter your club into the LTA Pledgeball League table.

→ The top 3 winners each month will win up to £250 towards the venue.

→ Each pledger will also be entered into the draw to win a pair of tickets to the 2026 WTA event at The Queens Club.

WHAT IS PLEDGEBALL? PLEDGEBALL X LTA

https://www.youtube.com/watch?v=ForWbi6MG_8

WHY?

- It's very easy.
- It's effective.
- It can have a huge impact - 60-70% of emissions reductions will be consumer-driven, so let's ignite the power of the tennis community.

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1. WHATSAPP MESSAGES

Help our club win £250 & enter the draw to win tickets to the 2026 WTA event at Queens! 🏆♻️

Go to pledgeball.org/ltat and make a nature-friendly pledge.

Then tell a friend. The more people pledging, the higher the chance of winning.

Check out the League table: pledgeball.org/ltat

#RallyForTomorrow #ProtectWhereWePlay

2. SOCIAL MEDIA POSTS

Post Category	Caption	Social Media Asset
Announcement post	<p>LTA and Pledgeball have partnered again this year, and the club that tops the Pledgeball league table will win £250. Also, one lucky winner can WIN tickets to the 2026 WTA event at Queens! 🏆</p> <p>🔗 Go to pledgeball.org/ltat and make a nature-friendly pledge.</p> <p>👉 THEN tell a friend.</p> <p>👉 The more people pledge, the higher our chances of winning.</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	CTA graphic
Generic CTA	<p>Help us win £250 and tickets to a 2026 WTA event at Queens for yourself? 🏆🔗</p> <p>Head to pledgeball.org/ltat and pledge now! 🏆</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	Explainer video: https://www.youtube.com/watch?v=ForWbi6MG_8
Mid-month post	<p>The clock's ticking, and so is your chance! ⌚</p> <p>But there's still time to rally behind our club for a chance to win big! 🌟</p> <p>Head to pledgeball.org/ltat and pledge now! 🏆</p> <p>#LTA #Pledgeball #ProtectWhereWePlay</p>	CTA graphic
CO2e saved post	<p>Our members are in a league of their own! 🌟</p>	League Table graphic

	<p>We have pledged to save [insert from league table] kg of CO2e so far! 🔥</p> <p>Keep them coming, and remember - the more pledgers, the higher our chance of topping the table! 🇬🇧 🎉</p> <p>PLEDGE 🔗 in bio!</p> <p>#LTA #RallyForTomorrow #Pledgeball #ProtectWhereWePlay</p>	
Leaderboard position post	<p>Check-in! 🌱</p> <p>We stand at number xx with a pledge total of saving xx kg CO2e 🙌 🙌</p> <p>Keep pledging at pledgeball.org/ltl and help us win £250!</p> <p>#LTA #RallyForTomorrow #Pledgeball #ProtectWhereWePlay</p>	CTA graphic
Winner announcement post	<p>Bravo! 🙌 🌟</p> <p>Thanks to you, our club has bagged £250 and emerged as table toppers for the month in the Pledgeball League Table! 🎉 🏆</p> <p>#LTA #RallyForTomorrow #Pledgeball #ProtectWhereWePlay</p>	Celebration graphic
#PassThePledge Ball post	<p>Enter the draw to WIN tickets to the 2026 WTA event at Queens?</p> <ul style="list-style-type: none"> • Pledge for your club at pledgeball.org/ltl • Write the pledge on a tennis ball. • Film yourself hitting this ball off screen. • Post this clip with the hashtag #PassThePledgeBall, tag @pledgeball & @LTA and tag someone to pass the pledge ball onto <p>Who will receive your ball?</p>	<i>Record a video of you making your pledge and nominate someone in your network to be the next to make theirs.</i>