



TIPS FOR WRITING A GREAT NOMINATION

This guide is to support you in crafting a compelling nomination for an LTA Award. While there is no single “right way” to write a nomination, following these tips will help you present the strongest possible case for your nominee.

Remember: the judges will only see what you submit – so make it count!

TOP TIPS

- **Be specific:** Use clear, concrete examples to show how your nominee meets the award criteria.
- **Provide evidence:** Include statistics, participant feedback, or measurable outcomes to support your claims.
- **Tell a story:** Paint a vivid picture of the nominee’s impact. Consider:
 - What was the situation before they got involved?
 - What did they aim to change or improve?
 - What’s different now?
 - What sets them apart from others doing similar work?
- **Highlight key qualities:** Show how the nominee has:
 - Made a distinctive contribution that benefits others
 - Demonstrated dedication to voluntary service or made a significant impact in tennis
 - Shown creativity or innovation in achieving lasting results
- **Show influence and leadership:** Demonstrate how the nominee has:
 - Earned the respect of peers and become a role model
 - Achieved sustained success through vision and hard work
- **Avoid vague praise:** Instead of saying “they’re an excellent coach,” explain *why*—what have they done, and what has the impact been?
- **Be clear and concise:** Keep your writing simple and focused. Use your word count wisely to cover all relevant areas.
- **Make your case:** End with a strong, specific statement about why your nominee deserves recognition.

POWERFUL LANGUAGE TO USE

Nouns:

Determination • Drive • Innovation • Impact • Ambassador • Commitment • Sustainability • Creativity • Respect • Recognition • Selflessness • Performance

Adjectives:

Trusted • Persuasive • Resourceful • Tenacious • Dedicated • Inspirational • Passionate • Enthusiastic • Supportive • Admired

Phrases:

Making a difference • Going the extra mile • Role model • Overcoming obstacles • Above and beyond

EXAMPLE EXTRACTS FROM PREVIOUS NOMINATIONS

Lifetime Achievement Award

[Name] joined the club in [year] and has since served on the committee in various roles.

Before their involvement, the club had around [X] members. Thanks to their leadership during a relocation project, membership has doubled.

As Chair, they secured a £[XXX] grant, loans, and sponsorships to develop the current site, which now boasts [X] floodlit courts and a vibrant clubhouse.

They also launched a coaching programme for [X] local schools, giving [X] primary school children access to free coaching annually.

On top of this, they captain the ladies' team.

Why it worked: This nomination clearly outlines long-term commitment, measurable impact, and a lasting legacy.

Cathie Sabin Volunteer of the Year

Raising £[X] to resurface park courts is no small feat, but [Name] made it happen!

Working with volunteers, the council, schools, and local businesses, they secured match funding and rallied community support.

They also raised funds to offer low-cost, pay-as-you-go tennis sessions, resulting in [X] new players—many picking up a racket for the first time.

Their media outreach helped spread the word and get even more people on court.

Why it worked: This nominee showed initiative, collaboration, and a clear, positive impact on the community

Coach of the Year

[Name] has shown exceptional dedication to developing the next generation of tennis coaches. In addition to their full-time role as Head Coach at [Club Name], they nurture the coaching skills of young players through the LTA Youth Leaders Programme and mentor them through the coaching pathway.

They manage and deliver a coaching programme that grew from [X] to [Y] players attending weekly sessions offering a range of sessions including LTA Youth, Cardio Tennis, and Walking Tennis. They are widely praised for their inclusive approach, and have created sessions for people with Learning Difficulties, Dementia and Parkinsons, now with [X] weekly participants. [Name] has made a significant impact on grassroots tennis. Notably, he is also one of the youngest individuals to qualify as a coaching tutor, a recognition of both his expertise and commitment to the sport.

Comment:

This nominee has gone above and beyond to develop an inclusive coaching programme and growing the future coaching workforce. The nomination clearly demonstrates his impact through measurable growth and highlights his leadership in grassroots tennis.

Club of the Year

Just ten years ago, [Club Name] didn't exist. Today, thanks to the vision and tireless commitment of its founders, it is a thriving tennis club with over [X] members and a weekly coaching programme serving [X] people of all ages and abilities.

Driven by a dream to create a club that would serve the entire [Region/Community], [Name] led efforts to secure a lease and a £[X] grants and loans - turning vision into reality.

The club has built strong partnerships with local schools and the council, delivering:

- Weekly tennis lessons in [X] primary schools
- Open days for [X] additional primary schools
- Enrichment days for secondary school students (Years 7–11)
- A work experience programme for local secondary schools and colleges

To make tennis accessible, the club offers:

- Pay and Play sessions for non-members
- Flexible membership options
- Six-week introductory coaching sessions at reduced rates
- Free Friday tennis sessions throughout July
- A weekly disability tennis programme, promoted in partnership with the local council, sports centre, and schools

Over the past decade, these initiatives have introduced more than [X] people to tennis, embedding the club at the heart of the community.

Comment:

This nomination highlights a remarkable grassroots success story. From nothing, the club has grown into a community hub, offering inclusive, accessible tennis opportunities to hundreds. The figures and initiatives clearly demonstrate the scale and impact of their work.

Competition of the Year

The [Tournament Name] is a top-tier Grade [X] competitive tennis event for players ranging from 8 & Unders to Over 70s. Matches are played across [X] courts, including beautifully maintained grass courts specially prepared on the cricket pitch.

The tournament features a wide range of events, including [list key events], and proudly introduced Learning Disability events last year with [X] participants, reflecting its commitment to inclusivity and community engagement.

Thanks to the generous support of over [X] patrons and local sponsors, the tournament is able to cover all operational costs, ensuring accessibility and sustainability year after year.

[Tournament Name] is more than just a competition—it's a true Festival of Tennis. Many participants return year after year, often with their children and grandchildren, creating a vibrant, multi-generational celebration of the sport. With entries from across Britain, the event has become a cherished tradition, often forming the centrepiece of family holidays in [X]

To support this nomination, a heartfelt video message is included, vividly bringing the tournament's spirit to life for the judges and offering compelling evidence of its lasting impact.