



BUSINESS GROWTH PLAN

AMERICAN HERITAGE SCHOOL: BROWARD

12200 W. BROWARD BLVD,
PLANTATION FLORIDA, 33325

APRIL 1ST, 2025

BY: DANIELLA GUENNI, AVA WEISSMAN, JESSICA WONG

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I. EXECUTIVE SUMMARY

HOW IT ALL STARTED

Starting in the summer of 2023, high school student founders Ava Weissman, Jessica Wong, and Daniella Guenni began playing the sport of **pickleball with their grandparents**. It became a tradition to meet at the courts once a month, as well as volunteering during the week at aging facilities. Each student realized the true potential this sport had for creating meaningful intergenerational connections while raising impactful funds for senior and youth wellness, which became the catalyst for Pickleball 4 A Purpose, also known as P4AP.



Figure 1.1: Founders

DESCRIPTION OF PICKLEBALL 4 A PURPOSE



Pickleball 4 A Purpose is a registered **501(c)(3) nonprofit** dedicated to bridging generations through the inclusive sport of pickleball. Our mission is to raise funds for senior and youth services by hosting multigenerational tournaments that pair one teen with one senior, encouraging connection, mentorship, and community. To date, we've raised over \$20,000 and donated \$8,500 to senior and youth wellness organizations across the United States. Our tournaments are student-led and supported by community sponsors, with all ticket sales processed directly through our website: www.pickleball4apurpose.com

THE PROBLEM

13 seniors reported feeling isolated or lonely in

SERVICES OFFERED

OUR IMPACT

250+ intergenerational connections created
430 service hours given
11 chapters opened
17 countries reached digitally

Sponsorship Interest Form

Thank you so much for your interest in sponsoring Pickleball 4 A Purpose tournament! Once you fill out this form, you will receive an email with more information on how you can contribute! We hope to make a long lasting relationship and look forward to your support!

Organization Name *

Contact Name *

Contact Email *

Contact Phone Number *

Add your name

Donate today to support our upcoming tournament, where all proceeds go directly to the supported charity (AVUSConnect for this tournament). Your contributions not only reduce loneliness, but create long-lasting bonds.

Frequency

One time

Monthly

Amount

\$10.00

\$50.00

\$100.00

\$200.00

Other

Donate



TICKETS

DONATIONS

SPONSORS 1

UNIQUE VALUE PROPOSITION

GENERATIONS

We pride ourselves on strictly implementing the policy of **intergenerational** teams.

CHARITABLE

All revenue raised from each event is **donated**, benefitting seniors and youth.

STUDENT-LED

All participants are **high-school students** from across the world that are devoted to the cause.

SWOT ANALYSIS

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T

STRENGTHS

- Pickleball popularity
- Unique pairing for connections
- Community sponsors

WEAKNESSES

- Limited fundraising and venue opportunities
- Age restrictions
- Awareness

OPPORTUNITIES

- Grants and corporate sponsors
- Merchandise
- Chapter expansion

THREATS

- Oversaturation
- Potential liabilities
- Player retention

THE 3E PLAN: HOW WE PLAN TO EXPAND

ESTABLISHING CHAPTERS

P4AP plans to expand by motivating like-minded student leaders to start their own chapters across the world, reaching wider audiences through other students. We already have **11 chapters in 10 states** nationally, but organization is crucial for continuing this expansion. In order to stay organized, we will implement a National P4AP network, a life line for individual chapters.

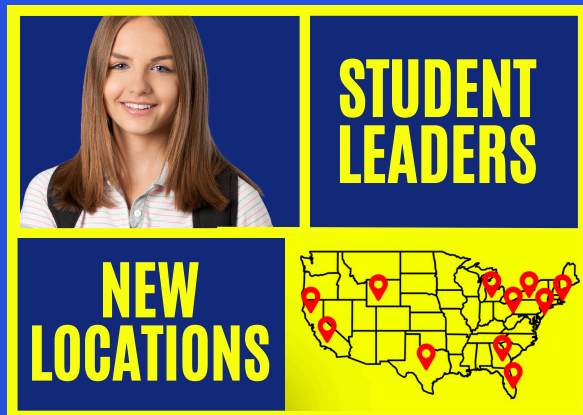
EMPHASIZING SPONSORS

Building relationships with corporate sponsors and applying for grants will enable P4AP to secure the necessary funding to support its growth through tournaments and events, as well as contribute to national senior and youth organizations. Sponsors support P4AP in a variety of facets and **corporate sponsors and grants** can provide upwards of \$10,000 per organization.

EXPANDING INITIATIVES

By launching initiatives such as **new events and monetized merchandise**, P4AP can maximize revenue and create an even larger impact, while also reaching new audiences, and increasing brand awareness. Additionally, profit margins in these initiatives can be especially higher, especially for merchandise. New events also allow to penetrate new markets and adapt to industry trends.

NEW MARKETS



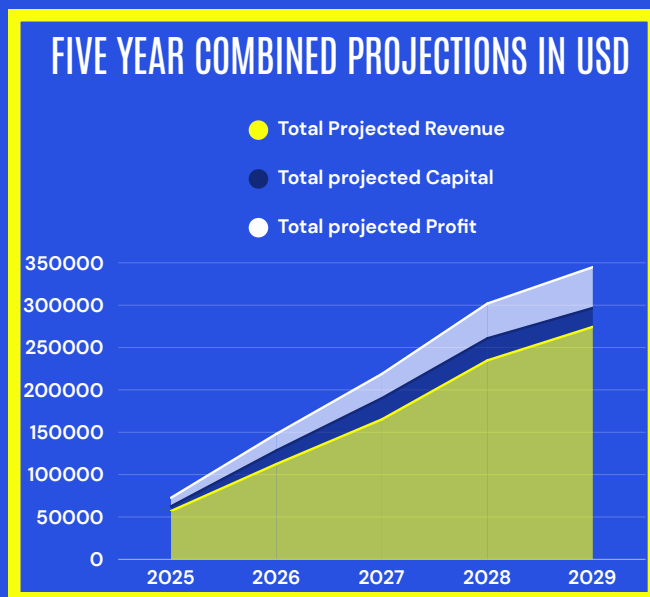
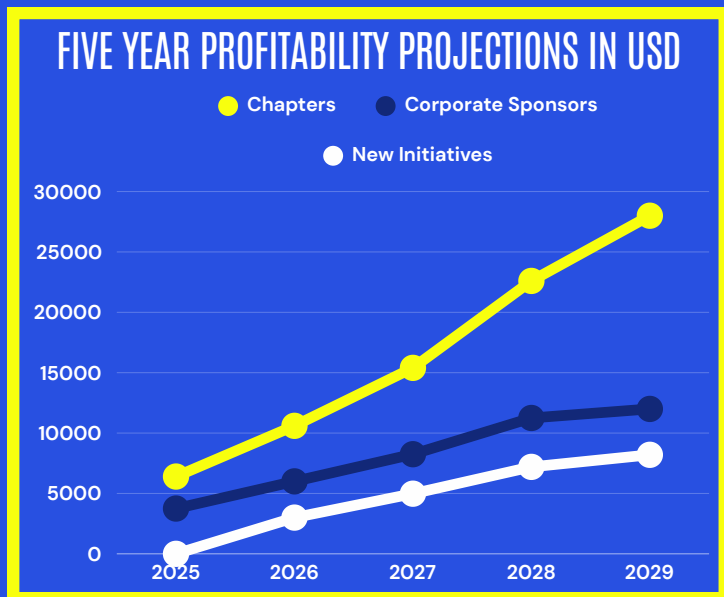
THE MARKETING PLAN



OUR CURRENT FINANCIAL SITUATION

Total Assets	Total Liabilities	Gross Income	Net Income
\$23,709.20	\$23,709.20	\$20,711.61	\$11,520.96

THE 3E PLAN PROJECTIONS



CAPITAL NEEDED

To bring the 3E plan to life, we require **\$50,000** in capital. This estimate accounts for operational costs over the first 18 months of implementation, along with a buffer for unforeseen expenses. This funding will support our goal of being able to contribute greater monetary contributions to the community while operating efficiently, positioning us for future growth.

II. INTRODUCTION

A. TYPE OF BUSINESS OWNED AND OPERATED AND A DESCRIPTION OF THE CURRENT BUSINESS OPERATIONS

Pickleball 4 A Purpose (P4AP), founded by Ava Weissman, Jessica Wong and Daniella Guenni was created with the purpose of bridging generational divides through the sport of pickleball in order to foster meaningful **connections between older adults and young people**. This inspiration started during the summer of 2023, in Parkland, Florida, when we all started playing pickleball with our grandparents — allowing us to get to know them on a more personal level. We learned stories from our grandparents we had never heard before. In addition, previous volunteer experiences in local senior homes helped us see the immense happiness a youth connection brought to these seniors, as well as their need for financial support. These initial experiences became the catalyst for the creation of Pickleball 4 A Purpose, a 501(c)(3) **non-profit** that hosts pickleball tournaments in order to **raise money for crucial causes** that

promote senior wellness. During our infancy stages of induction into the marketplace, our goal has been to host pickleball tournaments with sponsorships from various local organizations. Currently, we have raised a total of \$20,000. In addition to these tournaments, we are committed to providing innovation and change throughout our community, prompting new relationships to be formed through this engaging sport. Currently, our main revenue streams are derived through **community sponsorships and tournament ticket sales**. Our tournaments are hosted at various **indoor and outdoor pickleball complexes**. These facilities can house over 150 participants and provide vital resources such as staff participation and event logistics, making each tournament truly special. At each tournament, **teams consists** of two players, **one younger player and one senior**; teams can either be picked randomly or chosen in advance - helping build new relationships or strengthening old ones.

All team rosters and ticket sales are tracked through our website, **pickleball4apurpose.com**, which also provides forms for players to complete.



Figure 2.1: Intergenerational pairs at the February tournament.



Figure 2.2: Multigenerational female empowerment.

We have hosted four tournaments so far, as the first two took place in South Florida. Through those tournaments, over 200 connections were formed and \$8,500 was donated to senior wellness and youth organizations. We expanded our reach by promoting female empowerment through intergenerational connections. We also **provided free access to the game for lower-income** Hispanic communities in Miami—an opportunity made possible through the generous support of a sponsor. Not only can **sponsors cover ticket costs**, but they also donate to the prize pool which serves as an incentive for players to participate, in which we have given away over \$650.

Beyond Florida tournaments, we have established **11 chapters in 10 different states**, empowering students to lead their own chapters. This expands our tournaments into new areas. In the future, we aim to raise over \$100,000 and bring together over 750 ambitious players at multiple tournaments. Soon we will be featured on local South Florida news outlets, including **NBC 6**, highlighting our ongoing efforts and community impact. We've also taken an active role in advocacy, supporting the Florida Youth Council on Aging to help **pass legislation that secured \$8 million** in funding for senior support across the state of Florida. Our work is far from over. We continue to mentor and grow our chapters nationwide and are excited for our next tournament, taking place in New York this May.

B. PRODUCTS AND/OR SERVICES OFFERED

TICKETING SALES

The main revenue stream for Pickleball 4 A Purpose is ticket sales, which has generated over \$4,000 so far. Over **300 tickets have been sold**, with each ticket including a t-shirt, paddle rental, and water for participants. Tournament registration and all ticket sales are done directly through our **website** and advertised on social media platforms (Instagram and Facebook). Tickets for the tournaments are offered in three tiers: youth ticket, adult ticket, and spectator ticket, ensuring accessibility and engagement for all attendees. Ticket pricing ranges per tournament, but on average one ticket costs around \$30 in order to maximize revenue.

ADULT TICKET

\$40

Includes t-shirt,
rented paddle,
and water

YOUTH TICKET

\$35

Includes t-shirt,
paddle, and 10
service hours

SPECTATOR TICKET

\$40

Includes t-shirt,
seating, and
various snacks

Donate today to support our upcoming tournament, where all proceeds go directly to the supported charity (AVUSConnect for this tournament). Your contributions not only reduce loneliness, but create long-lasting bonds.

Frequency

One time

Monthly

Amount

\$10.00

\$50.00

\$100.00

\$200.00

Other

Donate

Figure 2.3: Donation page on our website.

DONATIONS

Donations are defined as **direct cash contributions** generously made either online or at our tournaments. To date, we've received \$1,035 in online donations, and we aim to increase the number of same-day contributions made during future tournament events. We believe we can motivate players to donate during tournaments by incentivizing them through **raffles or QR codes** to make donating easier. In addition, another benefit of becoming a donor is that it is tax-deductible, which provides an additional incentive for these individuals. Most donors today are those that could not attend the tournament. Additionally, we are developing ways to motivate the players and spectators that do attend to donate as well as purchasing their ticket.

SPONSORSHIPS

Revenue is also generated through sponsorships offered by local companies and organizations. All sponsors are approached with a **sponsorship allocation packet**, listing all the details for the tournament and providing specific details about what their money will go towards. After sponsors agree, we ensure there is continuous follow-up and updates on the progress of the tournament, as examples of communication with a sponsor can be found in Figure A in the Appendix. Sponsors are featured on **signage, social media, and our website**, in addition to being promoted directly with the tournaments. Sponsorship packages include **two different tiers: silver and gold**. The amount of

each package ranges from \$500 to \$1,500, respectively. We target medium-sized businesses that usually give back and support the community. In the future, we also plan on continuing to work with former sponsors that generously supported our previous events.

Gold Sponsorship Package

- Standard display of name on all signage in tournament
- Standard display of name on all 100 T-shirts
- Posted on website and all social media pages
- Press Release

\$1000

Silver Sponsorship Package

- Standard display of name on all 100 T-shirts
- Posted on website and all social media pages
- Press Release

\$500

Figure 2.4: Sponsorship tiers.

C. UNIQUE CHARACTERISTICS OF THE BUSINESS



INTERGENERATIONAL TEAMS



CHARITABLE



STUDENT-LED

INTERGENERATIONAL TEAMS

Pickleball 4 A Purpose aims to bridge intergenerational divides, with each team for every tournament made up of one player 18 years old or under, and one player over the age of 60. Pickleball charities, especially in South Florida, are not unique; however, they fail to feature both generations, focusing specially on a single generational tournament. Pickleball 4 A Purpose **differentiates itself** within the pickleball community by pairing **multigenerational players** together, who have similar interests, forming new connections. This approach allows players to learn from each other and form unique relationships while playing their favorite sport for a great cause.



Figure 2.5: Photographers of both generations at the first P4AP tournament.

CHARITABLE



Figure 2.6: Check given Charity BoredNoMore after the Philadelphia tournament.

As a non-profit organization, it is our goal to maximize our ability to give back to the community through our Pickleball 4 A Purpose tournaments. Pickleball 4 A Purpose donates proceeds to charities that **support senior or youth wellness**, further enhancing our message of both generations. Most competitive tournaments create a large prize pool and then **profit the earnings, but we instead donate all the earnings to a great cause!** Each tournament focuses on a different charity, providing variety to the causes we help support. Up to date, \$2,000 was donated to AVUSConnect during our first tournament, \$4,000 was raised on behalf of United HomeCare, and another \$2,500 was donated to Bored No More.

STUDENT-LED

Pickleball 4 A Purpose is 100% student-led, with all participants currently **9th through 12th grade students**. Students have not only started this non-profit organization, but have also raised thousands of dollars for the local community. Less than 1% of all non-profit organizations are run by students, especially rare for those who secure sponsorships. Our team meets regularly to plan events, brainstorm outreach, and raise funds for the events. The founding students have inspired other teens to participate and contribute to the cause, recruiting over 100 volunteers that participate regularly. No matter their other **school responsibilities**, these students always prioritize P4AP.



Figure 2.7: The Pickleball 4 A Purpose leadership team volunteering and running the first tournament.

III. SWOT ANALYSIS

STRENGTHS

- POPULARITY
- CONNECTIONS
- SPONSORSHIPS

WEAKNESSES

- FUNDRAISING
- VENUE
- AGE RESTRICTIONS
- AWARENESS

OPPORTUNITIES

- GRANTS
- MERCHANDISE
- EXPANSION
- SERVICE HOURS

THREATS

- OVERSATURATION
- LIABILITIES
- PLAYER RETENTION

A. STRENGTHS OF THE BUSINESS



POPULARITY OF PICKLEBALL

As of 2023, pickleball's popularity has soared, as seen to the right, rising over **187% in popularity** in the past five years. This growth encapsulates a large, diverse audience and provides a valuable opportunity for our organization. The sport's appeal across all age groups allows for the expansion of intergenerational connections, and rising media coverage creates and even **greater engagement** potential for P4AP, aligning with players' desire to give back while playing the sport they love.

NUMBER OF PICKLEBALL PLAYERS IN THE US (IN MILLIONS)

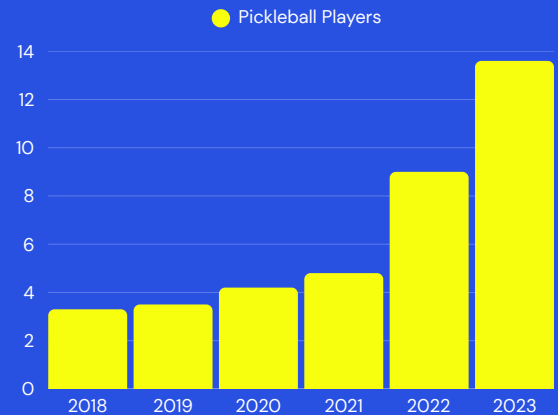


Figure 3.1: Pairing made of two generations bonding.



UNIQUE PAIRINGS LEAD TO CONNECTIONS

One senior and one young player are paired on each team as part of Pickleball 4 A Purpose's mission to bridge generations. Due to the deep connections that are cultivated by this special structure, everyone has a more engaging and pleasurable experience. By fostering empathy and mutual learning, these cross-generational ties help to highlight the frequently disregarded loneliness that both age groups endure. Through the intergenerational pairings, we are able to establish robust mentorship pathways between current and former partners, fostering ongoing development and community growth. Players are originally paired based on **common interests** selected on the sign-up sheet and create friendships that are timeless—full of understanding, laughter, and enduring memories—despite the age difference.



COMMUNITY SPONSORSHIPS

Pickleball 4 A Purpose's commitment to community engagement is one of its major strengths. Through our non-profit organization, local businesses and organizations are able to support our cause, leading to a mutualistic relationship. Pickleball 4 A Purpose's close-knit connection with these organizations in the local Miami community - ranging from car retailers to healthcare businesses to financial institutions and senior wellness centers - allows for more effective planning and execution of our tournaments. In addition, P4AP **promotes these business partnerships** through banners, social media posts, and website recognition, as well as creating positive **corporate social responsibility**.

B. WEAKNESSES OF THE BUSINESS

LIMITED FUNDRAISING OPPORTUNITIES

While Pickleball 4 A Purpose takes pride in its strong, community-driven foundation, expanding fundraising efforts beyond local networks has proven to be a challenge. Most of the companies we engage with are small to mid-sized businesses, making it difficult to secure large-scale sponsorships. Additionally, persuading these companies to **provide ongoing financial support for our tournaments**—which require significant funding—remains a key obstacle. Larger organizations are often hesitant to commit substantial donations due to the student-led nature of our nonprofit. We've addressed this weakness by **registering for 501(c)(3) status, which enhances our credibility** as an official non-profit recognized by the IRS. This designation not only strengthens our legitimacy but also offers tax-deductible benefits to donors—an appealing incentive, particularly for those considering larger contributions.

LIMITED VENUE OPPORTUNITIES

Pickleball 4 A Purpose's tournaments are currently hosted at variety of venues such as Diadem Pickleball Complex. However, the cost for renting this venue, which fits a capacity of about 100 players, is \$2,500. Court rental prices makes up a **majority of these expenses**, but looking for new venue options can be difficult—as not many spaces hold as many participants as Diadem. In addition, as summer approaches, it is difficult to host tournaments at **outdoor facilities**. Since the indoor facilities are usually more expensive, we face the dilemma of prioritizing comfort over pricing, keeping in mind that these large expenses take away from the amount given back. Our other chapters in different parts of the country may also run into other weather issues with outdoor courts.



Figure 3.2: Inside of Diadem Pickleball Complex in Coconut Creek, Florida.

AGE RESTRICTIONS

Pickleball 4 A Purpose's main focus is fostering intergenerational connections. This means that our participants either have to be under **18 years or over 60 years of age**. This eliminates a significant amount of people from taking part in Pickleball 4 A Purpose. While there has been a tremendous amount of success from only targeting these two specific demographics, there is the potential for seeing greater success if there was less of an age restriction. As P4AP has expanded to new states, we have adapted this policy by including all adults over 50 and allowing college students the opportunity to play.



Figure 3.3: Pairs ready to play against each other, aged 17, 16, 16, 65, and 63, respectively.

AWARENESS

One of the main challenges within Pickleball 4 A Purpose is building awareness. Specifically, it is **difficult** to target older generations due to their dependability on **word-of-mouth** and more traditional advertising. Currently, Pickleball 4 A Purpose does not have a comprehensive digital advertising campaign. However, Pickleball 4 A Purpose does have alternative forms of **digital marketing awareness**. For example, information on our events are posted on Facebook pickleball groups to reach older audiences and Instagram for our younger audience.

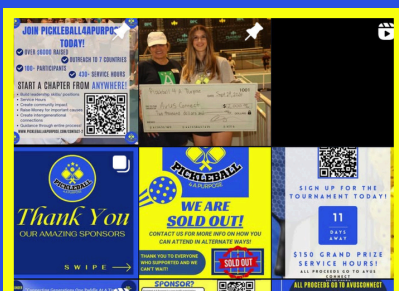


Figure 3.4: The P4AP instagram account, with constant posts surrounding new events.

C. OPPORTUNITIES AVAILABLE FOR THE BUSINESS

GRANTS

Grants and contributions from large enterprises are extremely **lucrative** and would allow for quality, not just quantity donations. Since there would only be a need for a couple of large grants, Pickleball 4 A Purpose could donate more money and create even more events using this funding. Grants can also relate to our advocacy, as our involvement in senior rights in Florida legislation look favorably for grants issued by the government. With the support of grants, Pickleball 4 A Purpose could expand and provide support to chapters across the country. Grants would also increase awareness because they are provided by **large companies such as** Dicks Sporting Goods and Google, which not only have multi-million dollar funds reserved directly for non-profits, but they also would post P4AP on social media if granted.

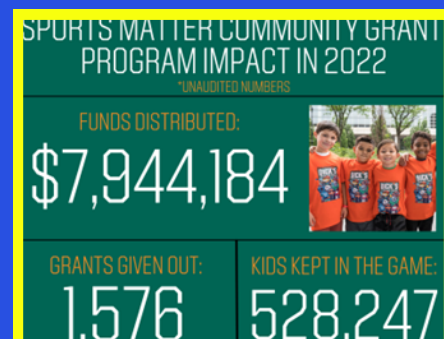


Figure 3.5: Impact statement from the Dicks Sporting Goods grant, with over \$8,000,000 worth of grants given to non-profits like ours.



Figure 3.6: The T-shirts given to every player at the first P4AP tournament.

MERCHANDISE

In the pickleball industry, merchandise sales present a highly profitable opportunity, supported by a wide array of brands and sponsorship options. According to GrandView Research, the pickleball merchandise industry was evaluated at \$1.98 billion USD in 2023, growing at a CAGR of 15% from 2024 to 2030. We believe by creating merchandise items such as paddles, t-shirts, and hats, our non-profit will be able to **maximize revenue**. Merchandise would also lead to **increased awareness**, as the Pickleball 4 A Purpose logo would now be seen in everyday apparel. Although there may be additional costs associated with merchandise, the **margins** from this merchandise can be **higher** than usual apparel items, as customers know all proceeds will go directly to charity.

CHAPTER EXPANSION

Pickleball 4 A Purpose is expanding in the form of chapters, which will increase awareness and create a **nationwide initiative**. Chapters are easy to create and targeted at fellow students looking to get involved in their communities. As we already have 11 existing chapters in place, we know how to create additional ones. Chapters will also provide these students with more leadership experiences, and would allow for further fundraising and involvement. The **existing chapters** in nine states have hosted two tournaments already, raising \$3,000 and forming 100 connections. Additional chapters will be key in creating new opportunities in different regions of the United States. With an interconnected network of motivated students, Pickleball 4 A Purpose can create a lasting impact, aiding seniors and youth all around the country. In order for this opportunity to transpire, there needs to be organization and oversight across all chapters to ensure progress is being made toward hosting tournaments.



Figure 3.7: Founder Ava Weissman talking during the first tournament to potential chapter presidents and players.

D. THREATS TO THE BUSINESS



OVERSATURATION

The main threat to Pickleball 4 A Purpose today is oversaturation within the pickleball marketplace. Pickleball has boomed over the past ten years, becoming **almost as popular as tennis**. Previously, the pickleball market was primarily reserved by the 60+ generation, but today it has become increasingly popular with younger generations. Due to its popularity, hundreds of organizations have started raising money through pickleball. Additionally, since pickleball is so popular in South Florida due to the warm weather, it is even more competitive for Pickleball 4 A Purpose, which can lead to **differentiation issues**. However, tournaments aren't exclusively organized by non-profits—there are also for-profit companies in the space that compete for market share and may schedule events that overlap with our tournament dates. However, Pickleball 4 A Purpose emphasizes our mission of connecting the generations, which is P4AP's unique characteristic. Although there are a wide variety of non-profits raising money for charities, they fail to focus on tournaments connecting with **both generations**, and usually only incorporate a singular generation. They also raise money for random charities, and do not focus on senior or youth wellness organizations.

Key Pickleball Stats for 2024



Figure 3.8: Statistics showing the immense popularity within the sport of pickleball today, showing extensive saturation in the market.

RELEASE OF LIABILITY

[PARTICIPANT NAME] at [PARTICIPANT ADDRESS] hereby assume all of the risks of participating in any/all activities being conducted by [RELEASEE NAME] at [RELEASEE ADDRESS], including, but not limited to, any risks arising from negligence or carelessness on the part of the persons or entities being released, from dangerous or faulty equipment or property owned, maintained, or controlled by them, or from any potential liability without fault.

I certify that I am physically healthy, that I have adequately prepared or trained for participation in this activity, and that I have not been told by a competent medical expert not to participate. I confirm that there are no medical reasons or difficulties that prevent me from participating in this activity.

I understand that the terms of this Release of Liability Form will govern my conduct and activities during said Activity.

In consideration of your acceptance of my application and permission to engage in this activity, I hereby take the following action for myself, my executors, administrators, heirs,

Figure 3.9: The liability waiver form used for each Pickleball4APurpose tournament.



LIABILITIES

In any sports tournament, liabilities are a major concern. Injuries can be extremely damaging to a company's reputation and can also lead to **potential lawsuits**. In fact, Pickleball 4 A Purpose has experienced this first hand, having older participants fall while playing, but our waivers saved us from fault. Although this is a significant threat, Pickleball 4 A Purpose can address it by **requiring waivers** to be signed prior to each tournament. These waivers are set up through the venues hosting the tournament, in which they handle all forms and potential injuries. This takes the problem off our hands and presents a sustainable solution.



PLAYER RETENTION

A major threat for all of our tournaments is player retention, meaning the possibility of not retaining players from a previous tournament for future ones. Player **loyalty** is extremely important, as Pickleball 4 A Purpose aims to build a tight-knit community. Players may be unavailable or may not hear about the new event, which would **decrease involvement** and ultimately allow less money to be raised. In order to prevent this, Pickleball 4 A Purpose has created a player loyalty program, which includes each player from the different generations keeping in contact with their previous partner. This motivates players to come back to the event and potentially play together again, furthering the bond fostered. We also have an **email list** with all past players and spectators, which we will use to advertise new tournaments and provide discount codes for previous players to be **incentivized** to pick up a paddle and play. This email list allows us to stay in contact with players and stay engaged with past players, sharing past moments to remind them of the memories created at Pickleball 4 A Purpose events. Our current retention rate is around **60%** which is very positive, but we expect this to grow as we continue to expand across the US and gain traction.

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

Pickleball 4 A Purpose aims to grow and develop as an organization over the next five years by implementing our 3E campaign. This **3E campaign** embodies Pickleball 4 A Purpose's goal: **Establishing Chapters, Emphasizing Corporate Partnerships, and Expansion of Initiatives**. The establishment of chapters will allow for a wider scope and greater involvement in using pickleball to connect across generations. Emphasis of Corporate Partnerships focuses on enhancing the opportunities for tournaments to prosper through acquiring significant capital. The third E, expansion of initiatives, focuses on broadening our scope through new activities and products. This expansion campaign allows for **opportunities into new markets, both domestically and internationally**. The 3E campaign will serve as the fundamental process for achieving Pickleball 4 A Purpose's goal of fundraising **\$100,000** in five years for both the senior and youth development charities. Due to our fast-paced growth and our rapid acceleration in different states, we believe that although this goal of \$100,000 is lofty, it is possible with the support of the 3E campaign.

A. EXPANSION OF OPPORTUNITIES

E stablishment of Chapters

Chapters are essential for broadening Pickleball 4 A Purpose's scope. Chapters would allow expansion into new states, with new audiences that have yet to be penetrated.

E mphasizes Corporate Partnerships

Corporate Sponsorships would allow for large donations, such as annual recurring sponsorships and grants that offer large contributions in order to expand.

E xpansion of Initiatives

Expanding activities and the creation of a Pickleball 4 A Purpose merchandise line would not only extend our reach, but also allow for more money to be raised for seniors.

ESTABLISHMENT OF CHAPTERS

The creation of Pickleball 4 A Purpose chapters would not only foster growth but also help connect with new audiences beyond the local South Florida market. These chapters would be **implemented in schools and within local communities**, spearheaded by fellow students around the world. In order for this to be implemented, P4AP needs to create a new organizational structure, with the national Pickleball 4 A Purpose ran by the founders, providing resources and guidance for the individual local chapters. The **National Board** would consist of various positions, including **outreach directors, fundraising directors, and development directors**. This National Board would provide resources to chapters, including the chapter playbook, which can be found in Figure B of the Appendix. With 11 chapters already established across the country, Pickleball 4 A Purpose will benefit from streamlined coordination through a national board. One key initiative will be our bi-monthly **Zoom calls**, where chapter presidents will come together to share updates, track progress, and exchange best practices—fostering **collaboration** and growth across all chapters. By the five year mark, Pickleball 4 A Purpose aims to hit specific goals, as seen to the right.

FIVE YEAR GOALS



Chapters in 15 states and 4 countries, with over 25 chapters



5,000 involved members globally



65 tournaments annually

EMPHASIZING CORPORATE SPONSORSHIPS

FIVE YEAR GOALS



Raise a minimum of \$100,000 by the five year mark

Supported by 15 large Corporate Sponsors



Apply to a minimum of 15 grants ranging from \$5,000-\$10,000

In order to grow financially and support expansion, corporate sponsorships are crucial for increasing funds. Corporate sponsorships allow for large sums of money—**upwards of \$10,000 per sponsor**—which would allow for less dependence on smaller companies with lower level sponsorship amounts (\$350-\$500). With **larger sums of money**, Pickleball 4 A Purpose can focus on **allocating resources to the individual chapters** as well as expanding activities instead of constantly trying to find different sources of revenue. This financial independence will also mean that more money can be donated to various organizations we support. In order to attract corporate sponsors, P4AP must **apply to widely known grants** that have supported similar organizations in the past, such as Nike, Dick's Sporting Goods, Google Ad Grants, and more. The newly formed fundraising team will ensure all applications are filled out completely and will also routinely check in with companies after applications are completed. Once multiple corporate grants are secured, Pickleball 4 A Purpose aims to continue to gain more credibility in various communities across the nation.

EXPANSION OF INITIATIVES

To further grow Pickleball 4 A Purpose, it is essential to introduce new initiatives such as **innovative pickleball-themed events and branded merchandise**. Hosting unique events—such as skills clinics, or themed competitions—can attract a wider audience and deepen engagement with both players and spectators. In order to test these new events, P4AP will host its first “**Pickle Paw 4 A Purpose**” event, in which both generations can socialize while playing pickleball, along with service dogs. Expanding into different events will allow for diversification and solidify Pickleball 4 A Purpose’s presence within the pickleball industry. In addition to expanding events, Pickleball 4 A Purpose aims to create a new merchandise line in order to raise money. Currently, all entry tickets include a t-shirt, but by the five year mark, the goal is to create a **new line of various merchandise items** separate from tickets. This product line would include items such as shirts and paddles, with all proceeds benefiting different charities supported during that particular month. The implementation process would be gradual, initially launching in 2026 and steadily building a foundation for the expansion of future initiatives. This phased process allows for P4AP to still focus on our tournaments as well as focus on sustainability.

FIVE YEAR GOALS



Create 15 new items to sell online and at events

Create 3 different types of events, in addition to tournaments



Figure 4.1: Mock image showing the planned event aimed to be created in 2025 called Pickle Paw 4 A Purpose.

PROSPECTIVE TIMELINE OF EFFORTS

2025

- Implement social media marketing
- Start five new chapters
- Secure four corporate sponsors

2026

- Start working with Pickleball influencers
- “Paws4APurpose” and merch line
- Raise \$25,000

2027

- Featured on Good Morning America
- Continue to expand new product line
- 15-20 new chapters

2028

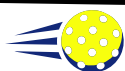
- Outreach directors in 11 states
- Fundraise \$75,000
- 5,000 people in traffic on website

2029

- All goals for each E are hit
- Full-time marketing agency support
- Multiple national news features

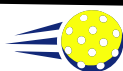
B. NEW MARKET ANALYSIS

As Pickleball 4 A Purpose grows, we have the opportunity to connect with new target markets through expansion efforts. In order to gain traction, Pickleball 4 A Purpose aims to reach new audiences and successfully motivate these audiences to become a part of the 3E plan.



CURRENT MARKET

The current target market for P4AP ranges from ages 14-18 to ages 60+ in the South Florida area, who are active and enjoy the game of pickleball.



NEW MARKET

Although P4AP is going to adhere to its mission of combining the generations, the organization aims to focus on targeting players from new geographical locations, as well as student leaders for chapters.



STRATEGY

New participants will be targeted through a mix of local community promotion, such as a focus on Facebook and Instagram marketing, and chapter expansion.



NEW TARGET MARKET: GEOGRAPHICAL SEGMENTATION

As the current target market for Pickleball 4 A Purpose encompasses nine states, expansion through the 3E plan will allow for a wider audience in new geographical locations. Player demographics will still be the same as the existing markets, but the geographical locations will now be expanded to players **residing in urban and suburban areas** throughout the United States. Our implementation plan begins with identifying and researching key regions to target as part of the initial phase of the 3E strategy. These new areas offer valuable opportunities to **engage local communities, build partnerships, and raise awareness** for both P4AP and the charitable causes we support. To effectively reach these audiences, chapters will utilize the Pickleball 4 A Purpose Chapter Playbook, which promotes involvement in local **Facebook pickleball groups and Instagram content**.



Figure 4.2: Map of the US, with the red markers showing the areas we plan to target (metropolitan areas).



NEW TARGET MARKET: YOUNG STUDENT LEADERS

STUDENT PROFILE



- Mira Walkins
- Age: 17
- Location: Dallas, TX
- Leads school Pickleball club
- Active LinkedIn user

In addition to targeting players, a critical element of the 3E plan will involve targeting potential student leaders to run and lead the new chapters. These potential leaders are **ages 14-18, attending high schools** in new segmented communities. These leaders will be reached through the proposed social media aspect of the marketing plan, in which the **Social Media Director and team** will directly contact potential student leaders on social media platforms and motivate them to create a chapter. The national Pickleball 4 A Purpose team will also reach out to existing friends in different regions, inquiring about the potential leadership opportunity in new areas. In addition, constant engagement on pickleball related feeds via social media will allow for recognition and involvement from the student leaders. Ads on Instagram and LinkedIn will also be segmented towards pickleball enthusiast students, using tools provided from the sites. Once student leaders are reached, we will ensure **retention through constant communication and the Chapter Playbook guidelines**, shown as **Figure B** in the appendix.

C. MARKETING PLAN

SOCIAL MEDIA MARKETING

In order to target older players, P4AP will focus on Facebook ads and local facebook groups. Facebook ad campaigns will be launched using **Meta's advanced tools to research and identify** potential supporters, specifically targeting U.S. neighborhoods where Pickleball 4 A Purpose chapters are located. We will also use **influencer marketing** to reach pickleball players through popular pickleball influencers. The ads are projected to start in June 2025, with influencers starting in January 2026. The **social media officer** will be recruited to manage all accounts on all platforms, in which this officer will also lead a new program to recruit potential chapter leaders. Prospective chapter presidents will be found by filtering through various leaders in local communities, young pickleball enthusiasts, as well as using the social media budget to launch ads on LinkedIn and Instagram targeting possible leaders.

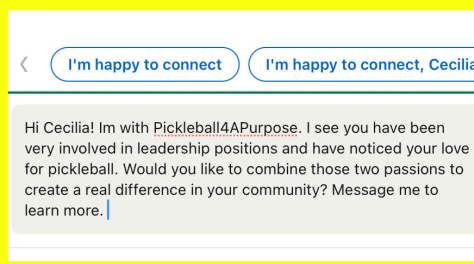


Figure 4.3: Example of the Social Media Director's outreach on LinkedIn.

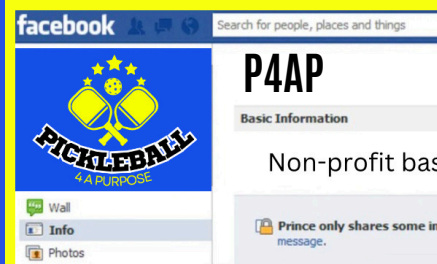


Figure 4.4: Mock Facebook account for P4AP in order to target older adults.



Figure 4.5: Mock facebook ad shows the copy for ads focused towards the senior players.



Figure 4.6: News article written on the first tournament, featured in the Parklander Magazine.

PUBLIC RELATIONS

Public relations is a key focus for Pickleball 4 A Purpose as we work to reach new audiences. To build **brand awareness**, we plan to develop detailed press releases for every tournament and event, which will be used to create press kits for distribution to **local and national media outlets**—including digital platforms, community magazines, newspapers, and TV stations. While we've already been featured in local publications, our PR goals include securing **coverage from major outlets** like CBS Miami and the *Sun Sentinel*. These efforts will not only help us reach new markets but also significantly increase brand visibility. As we grow and expand chapters by 2026, we aim to gain national news coverage and recognition from large social media platforms. Additionally, media features will serve as **valuable tools when applying for grants**, showcasing our legitimacy and impact.

SEO PRESENCE & GOOGLE ADS

The Pickleball 4 A Purpose website will also be revamped through the 3E plan. We will re-strategize to focus and research **high-quality keywords**, aiming to keep bounce rates below 50%. Currently, P4AP's main weakness with regards to SEO is lack of a Google My Business profile. By activating this account and acquiring local backlinks, Pickleball 4 A Purpose hopes to attract **double the amount of monthly visitors**. In addition to this local **SEO optimization**, we will post images of tournaments and tickets, with QR codes leading directly to the website. We hope to obtain a **5–10%** engagement rate through these efforts. Pickleball 4 A Purpose will also use Google Ads to target potential players and chapter leaders. Ads will focus on promoting the unique benefits of our events, such as building connections across generations while supporting local charities. We will also feature **compelling calls-to-action** like "Join the Movement" or "Sign Up Today." By implementing **geo-targeting**, we will specifically reach audiences in areas where new chapters are forming, ensuring **maximum relevance and engagement**.

Item	Cost
Venue	\$3400.00
Banners and Signage	\$500.00
T-Shirts	\$400.00
Prize Money	\$300.00
Food Truck	\$500.00
Local Publicity – school newspaper	\$0.00
Advertising – social media	\$0.00
Team Members – volunteers	\$0.00
Pickleball Equipment – provided by venue	\$0.00
Referees – provided by venue	\$0.00
Total \$5,100.00	

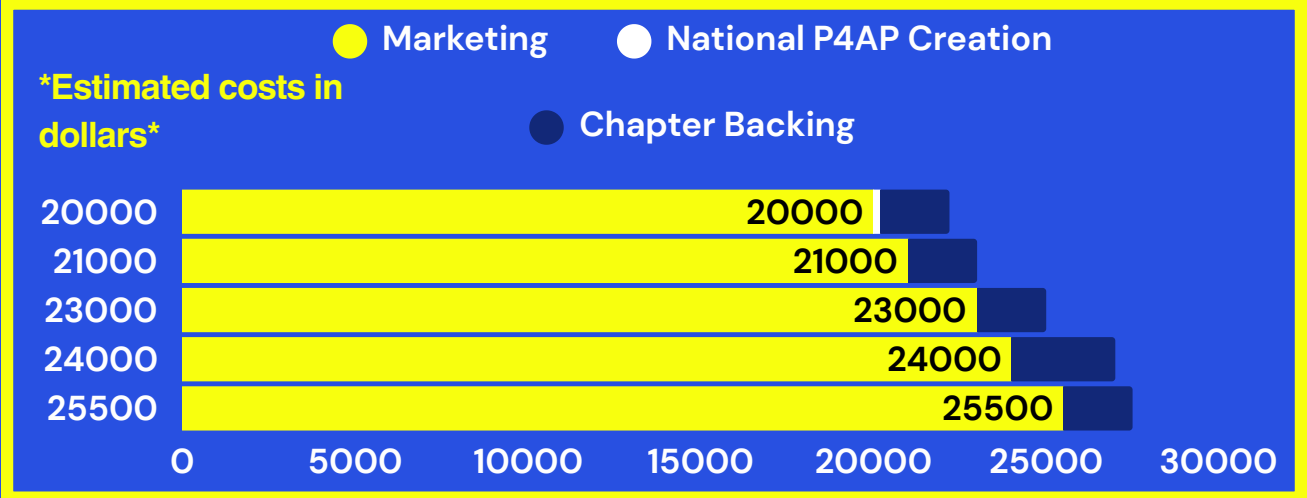
Each of the tournaments has its own costs. To the left is an outline of the typical costs to run and operate a tournament. This outline comes from the **expenses for the February 23rd event at Diadem Pickleball Complex in South Florida**. As shown, the greatest expense is the venue, and the signage and t-shirts are mainly associated with publicity for sponsors. For this event, we decided to include a food truck, which we pre-paid for in advance, covered by the admission ticket. These **costs are similar for all other chapters to host their events**, with some costs like venue varying based on location.

C. CAPITAL NEEDED FOR EXPANSION OPPORTUNITIES

Based on the 3E plan, we have **outlined the capital needs** for each E in order to successfully accomplish projections. Based on our projections, **we are requesting \$50,000 in capital for the 3E plan**.

ESTABLISHING CHAPTERS

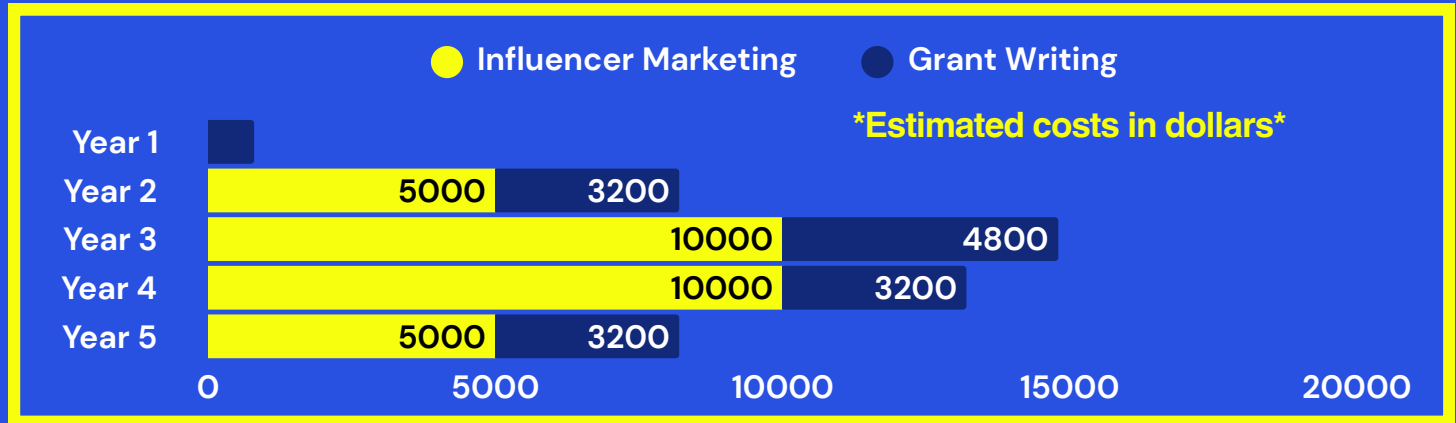
The majority of capital needed to expand chapters is support for individual chapters and marketing costs. Although Pickleball 4 A Purpose will not be providing significant financial backing, it is essential to have infrastructure to support the chapters. **Year one (2025)** of chapter expansion will include the marketing plan of reaching students on LinkedIn, which equates to around \$7500 for 20 ads and 1,000 impressions. We also aim to spend \$12,500 on target market research, and expect to spend around \$500 to organize the national branch, including cost for Zoom and messaging sites. In addition, we project **three chapters** starting in year one. With an average of two tournaments annually per chapter, we estimate providing each chapter with \$200 in start-up funds. This will provide stability and the resources needed to start their events, which will ultimately be paid back. **In year two (2026)**, we expect another \$5,500 spent on LinkedIn, and **four more chapters** opening, which will total to \$800 for their financial backing. We also expect to emphasize chapters through PR this year, which we estimate will cost around \$1,450 for publicity campaigns. **In year three (2027)**, we will continue to follow the same budget, with a projected **five to six more chapters** opening. As there will be an increased number of chapters, we intend to expand the marketing budget as there will be more geographical areas to target, with an expected \$2,000 in additional costs. We aim to have the largest growth metrics in this year. By **year four (2028)**, we plan to appoint outreach directors to represent the national Pickleball 4 A Purpose across various states, which will require targeted marketing research in new regions. To support this effort, we estimate up to \$1,500 for effective market analysis, along with an additional \$1,500 to invest in high-value SEO keywords that will strengthen our online visibility. **As year five (2029)** approaches, we plan to launch **two more chapters** and have the majority of capital raised, as we expect to gradually increase the budget for marketing. However, the reinvesting from chapters raising funds will cover this expense.





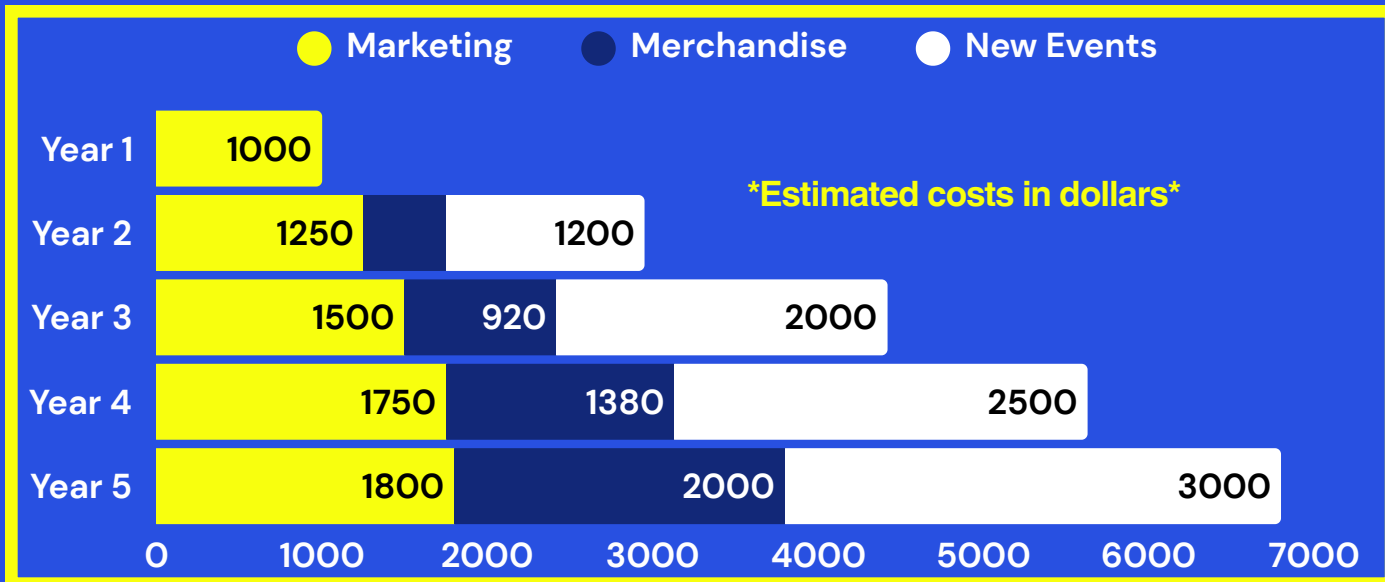
EMPHASIZING CORPORATE SPONSORS

In order to create brand awareness and attract corporate sponsors, Pickleball 4 A Purpose needs to prioritize press and focus on building a fundraising team. **In year one (2025)**, P4AP will strengthen its national chapter by leveraging a dedicated fundraising team and partnering with an external firm experienced in securing grants and fundraising for non-profits. One of the leading grant writing companies, which we will use, is called Grant Plus, which costs \$40 an hour to use, and on average it takes 20 hours to write one grant. **In year two (2026)**, we plan to apply to around four grants, and focus on press, in which we will create press campaigns. The press campaign was mentioned as costing \$12,500 earlier, but we also plan on introducing influencer partnerships in 2026, focusing on pickleball influencers with 100,000 followers. This, on average, costs \$1,000 (\$10 per 1,000 followers), paying four different influencers to post at tournaments and about the events. **In year three (2027)**, we will build on this strategy by increasing the number of grant applications to six and partnering with ten new social media influencers. Additionally, we anticipate that potential national news features will enhance visibility and attract interest from corporate sponsors. **In year four (2028)**, our goal is to secure a majority of our **15 corporate sponsors** and submit five grant applications. We also hope to have our own social media established, but we also want to hire feel-good influencers with over 500,000 followers, costing around \$2,000 per post—in which we will buy five posts. **By year five (2029)**, we intend to build strong momentum, allowing us to manage influencer marketing while maintaining an average of four grant submissions throughout the year.



EXPANSION OF INITIATIVES

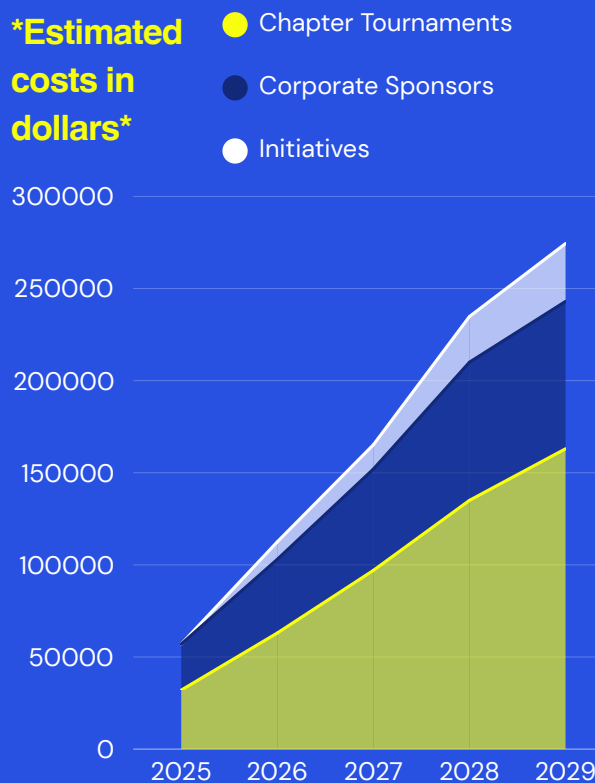
Launching new initiatives is essential for scaling Pickleball 4 A Purpose, but this growth does come with some foundational capital needs. **In year one (2025)**, we will perform extensive market research for new merchandise lines and events, with this research expecting to cost around \$2,000—including marketing research and tools to attract a wider audience. We will also be providing down payments to suppliers by the end of 2025 for the new merchandise lines. **In year two (2026)**, we will focus on launching our official merchandise line, as well as the **Pickle Paws 4 A Purpose event**. We will only launch 100 branded T-shirts, which will cost \$5 per item to manufacture. In addition, the event will cost upwards of \$1,200, as we will be hosting it at a smaller facility in the downtown Miami area. There will also be marketing expenses associated with these initiatives, primarily targeting existing players and members of the P4AP community. Outreach efforts will focus on social media and email campaigns, with projected costs totaling less than \$450. **In year three (2027)**, we will launch two more items, a pickleball paddle and a water bottle, which estimated costs for production amount to \$15 and \$3 respectively, manufacturing 40 of each product. In addition to these costs, **two new event** initiatives will be launched in up-beat facilities across the nation, working with venues that give generous discounts to non-profits (estimated to \$2,000 per event for 150 people). **In year four (2028)**, we plan on growing the pre-existing merchandise lines, manufacturing 60 more of each product to amount for increased demand. We also plan on continuing the three event initiatives in new locations in the U.S., with one special event at senior homes that directly benefit the older adults. **By year five (2029)**, we project continuing these efforts, creating 12 more merchandise items and launching three already established event initiatives in new U.S. cities with a large pickleball presence and established chapters.



D. TIME TO ACHIEVE PROFITABILITY

As a reminder, Pickleball 4 A Purpose is a non-profit organization, so the term 'profitability' doesn't directly apply in the traditional sense. Since any profit is either used to cover operational costs or donated to other charitable causes, **we interpret 'profitability' as the financial metric prior to the allocation of those funds.** The rationale for the tournaments is that each chapter will host two tournaments annually, generating around **\$3,000 per tournament**, with revenue increasing gradually as new chapters open. The main tournament hosted by the founders is projected to generate **\$10,000 in revenue starting in 2025, with an anticipated increase of \$5,000** in subsequent years. Revenue from corporate sponsors is based on the amount of grants and sponsors we project to accumulate, and estimating they give **\$5,000 - \$10,000 each**. Revenue from new initiatives will primarily come from merchandise sales, including T-shirts (\$25), paddles (\$40), and water bottles (\$15), which offer the highest profit margins. Each new initiative is expected to generate approximately **\$6,000 in revenue**, contributing significantly to the organization's growth.

FIVE YEAR PROJECTED REVENUE



PROJECTED EBITDA

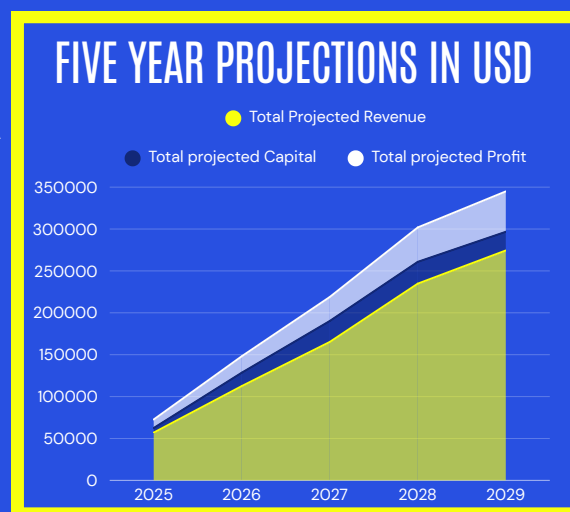
EBITDA	2025	2026	2027	2028	2029
Chapter Tournaments	\$6,400.00	\$10,600.00	\$15,400.00	\$22,600.00	\$28,000.00
Corporate Sponsors	\$3,750.00	\$6,000.00	\$8,250.00	\$11,250.00	\$12,000.00
New Initiatives	—	\$3,000.00	\$4,980.00	\$7,200.00	\$8,200.00
Total	\$10,150	\$19,600	\$28,630	\$41,050	\$48,200

The projected EBITDA, or profit, is based on the rationale that the national Pickleball 4 A Purpose **board will retain 15% of all corporate sponsorship and grant funding** to reinvest into the non-profit. Continued growth will also be driven by sponsorships and revenue from bi-annual tournaments, which is expected to increase steadily over time. Each chapter is encouraged to host two tournaments annually, retaining an **average of \$600 per event** to sustain local operations, and the main event ran by the **founders will profit \$2,000-\$2,500 per tournament** because of the established reach. Merchandise sales will also provide significant revenue, with \$20 profit per t-shirt, \$12 per water bottle, and \$25 per paddle, **boasting nearly 400% profit margins**. As a non-profit, a portion of surplus funds is reinvested into expanding the organization and strengthening community connections, with the understanding that contributions from supporters are considered **tax-deductible donations**.

TIMEFRAME

After comparing the projections from costs per year and EBITDA (quarterly comparison), we project that Pickleball 4 A Purpose will become **profitable in September of 2025**. Although the timeline may seem ambitious, revenue from the bi-annual tournaments is expected to cover the major expenses throughout the projected period. This will yield profitability after we host the large tournament and the three more chapter tournaments planned, which should allow for more news coverage, leading to increased interest in sponsorship and donations. This **profitability timeline is quite promising**, but since we are a 501(c)(3) non-profit, the majority of our **EBITDA**

is donated or reinvested to create even more experiences. Additionally, profitability by September 2025 will support extended growth projected in financial models. With profitability projected by **Q3 of 2025, we anticipate generating over \$10,000 in profit**, as revenue is expected to cover venue expenses and costs related to the 3E initiative. Due to these projections, **we are requesting \$50,000 in capital** to guarantee our timeframe is ensured.



VI. CONCLUSION

In summary, in order to initiate and implement the 3E plan, **Pickleball 4 A Purpose requests \$50,000 in capital**. This will cover all costs associated with starting the growth plan and allow for profitability during September of 2025. **The \$50,000 will cover all elements of the 3E plan**, which include establishing chapters, emphasizing sponsorships and grants, and expanding initiatives. The 3E plan will be implemented by a strategic marketing plan, which will encompass public relations with national news, social media marketing through Facebook, Instagram, and LinkedIn, and SEO combined

with google ads. This **marketing plan will reach our new audience**: players in unmarked geographical locations through new chapters along with student leaders that can run chapters in their area. The 3E plan is based on current operations and analysis of Pickleball 4 A Purpose. Currently, we have reached over 100 players through tournaments and **raised \$20,000 for various senior and youth wellness** organizations. The funds raised through the sport of pickleball go directly back to the community, with the main goal of fostering intergenerational connections on and off the court. Our goal for the future is to raise over \$100,000 with over 5,000 members and players, securing Pickleball 4 A Purpose's reputation as a nationwide 501(c)(3) non-profit. The \$50,000 needed for capital will be used towards expenses for the first eighteen months, which will create a **strong foundation to continue to raise money**. The capital provides the basis for extensive revenue, which will then cover costs and lead to greater profit to be donated. The growth in P4AP will focus on fostering intergenerational connections, breaking down stigmas and supporting senior and youth organizations within communities.

OUR ASK:
\$50,000
IN CAPITAL

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VIII. APPENDIX

for the time being, the form asks how you would want to sponsor, your contact information (i.e. email and phone #) and the amount you would want to donate. The average range has been around \$300-\$500, but any amount helps!

Thank you so much for considering being a sponsor. I cannot express enough my gratitude. Just let me know how you would like to sponsor and what is best. Most people have been giving checks because there are no fees, but credit card can work if that's easier. If you have any questions please feel free to reach out.

Ava Weissman

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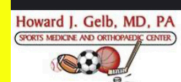
Elice Gelb Aug 29
to me

Hi Ava,

I was able to fill the form out, I submitted it, then it went back to a blank form. So I wasn't sure if you received it. We will sponsor for \$500. The business name is Howard J Gelb MD PA, You have my name and email address. Best place to reach me is my cell phone, 954-612-4529. If you need the business phone number or address for sponsorship info, I will give you that too if needed. I can send you a check, just let me know who it gets made out to and where to send.

Best,

Elice



Elice Gelb

Figure A: Email chain with a sponsor showing a small portion of the extensive time and communication put into guaranteeing sponsors.

PICKLEBALL4APURPOSE

PARTS OF THE CHAPTER

Tournaments

The tournaments are the centerfold of Pickleball4APurpose, in which YOU get credit for bringing the community together.

Fundraising

Fundraising can include any of the following components:

- Ticket proceeds
- Sponsorships
- Raffle Tickets
- Fundraising events (Yogurt Places, Restaurants)

Community Outreach

Community outreach includes getting participants (older and younger), volunteers, and potentially sponsors.

Other Events

Here at Pickleball4APurpose, we are open to brainstorming and growth. If you have any other ideas to create intergenerational bonds, please let us know. This means that you do not ONLY have to host tournaments.

PICKLEBALL4APURPOSE: CHAPTER STARTER KIT

Figure B: Slides from the chapter playbook that outline a step-by-step process to start a tournament and a chapter.