

BEST WAYS TO PROMOTE:

PROMOTIONAL IDEAS

Here is a list of promotional ideas that may work. Some of these ideas have worked for other clubs and councils. You might try one or more and put your own spin on them to see what happens.

- 1) The best way to promote is to do demo dances and since we are telling the public you don't have to wear square dance attire to square dance encourage dancers to show up in casual attire on occasion. You might try making square dance attire optional.
- 2) Follow up calls & emails. When you make contact with a potential new dancer put them on a bulk emailing list and keep in contact with them. I periodically get bulk emails from the Seattle Center and I love them. Keeps me informed of what is going on.
- 3) Letter campaigns, invitations
- 4) Free ticket handouts
- 5) Placemats, fliers in restaurants
- 6) Personal contact with doctors, dentists with brochures in their waiting rooms
- 7) Bill boards, large signs that are easily seen
- 8) Front yard signs
- 9) Personal letters to chamber of commerce
- 10) Window displays-with web sites
- 11) Newspapers (**paid ads**) radio, tv, online-remember to be consistent and stick with your current form of advertising-Do Not take away always add to

12) Sponsor benefit dances-maybe call the diabetes assn or cancer assn to see if they would like to assist with funds going to organization. Fundraisers are a great way to help the public.

13) Use a float (make sure web sites are visible)

14) Listing in yellow pages (**paid ads**)

15) Joint sponsorship with YMCA/YWCA then dancers have been known to join clubs after graduating.

16) Square dance videos (recent)

17) When ever possible remember the public and try to work line dances, mixers, & contra dances into your demo dances

18) Clubs should consider having lessons mid week before dinner, maybe consider a Saturday or Sunday for lessons from 12-2 pm or 2-4 pm so families can come.

19) Clubs also need to think about offering lessons more often during the year instead of just September and January.

20) Encourage callers and cuers to use some up to date music to catch the ear of the public

21) Please make sure your club, council & state web sites are up to date. When the public signs on the first thing they should see is something like this "for lessons click here". Make it as easy as possible so they can find the information they need.

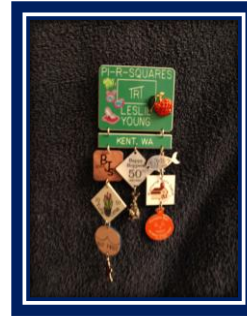
22) If you are sponsoring a booth please pay attention to detail and make sure your booth looks up to date and fresh.

ONCE WE HAVE THEM HOW DO WE KEEP THEM

Once we have the new dancers the trick is retaining them. Here is a list of ideas you might try in your club.

- 1) New dancer newsletters-one club class coordinator and instructor does a weekly emailed newsletter to the new dancers, and the newsletter also includes the dance moves they were to learn that week, so if a new dancer misses a week they can still keep up.
- 2) Make your new dancers feel welcome by inviting them to club functions.
- 3) One club does a potluck dinner while the new dancers are still in class and lots of the club members come to introduce themselves.
- 4) Do Not try to get them involved too fast in club activities after they graduate. Allow them to get their feet wet first. Invite them to club business meetings with the understanding it is more of a social thing at first. Then try to make the meetings fun and up lifting on occasion.
- 5) Caravan with them to level dances there is nothing more intimidating than going to a new dance hall and not seeing anyone you know.

IDEAS TO TRY FOR PROMOTION:



DANGLE TIPS

When I was caravan chair for the Happy Hoppers there was a quadruple caravan coordinated with my club and the Whirlybirds, Dudes & Dolls, and Fern Bluff squares to the PI R squares. It took all the caravan chairs to coordinate this event and have it come off so well.

It was at this dance that I was introduced to my very first dangle tip. The PI R squares let their caller Andy Garboden stretch the limits of the dance and do some fun things. We had a fantastic time. I earned my first ever "but first" dangle.

I am not saying that every dance has to have a dangle tip but why not bring them back into style. Just think about all those dancers who have never seen it and they might come to your dance to see what it is all about.

AFTER PARTIES & SKITS



I don't know about all dancers but I love to laugh and have fun. While attending Circle 8 or Winthrop I got to see some of the best after parties and skits.

I had gone to a Dudes & Dolls dance one time and they put on a after party and some skits right after their dance. Dancers actually came not only to dance but to see what they were going to do. Again this doesn't have to happen every dance but why not at least give it a try. You might be surprised to see what happens.

THE "ASK ME TO DANCE" BADGE



It has been a goal of mine to get solos more floor time. I had an idea to develop a badge I wanted it to be easy to see and very noticeable. Rod Alex helped me greatly with the design, I told him kind of what I wanted and he did the rest.

Here is what they mean. If you see someone wearing this badge and they are sitting out it is ok to go up to them and ask them to dance. If they happen to be married or have a partner

it is still ok as their partner has already agreed to share floor time and not get upset. If by chance the same dancer takes off the badge it might mean they are tired and just need to rest.

THEME DANCES

"BLACK LIGHT DANCE"



Theme dances really do draw a bigger crowd. When I was caravan chair I can honestly tell you one of my first questions when booking a caravan was "who is the caller" second was "do you have any special dances" ie: pie dances, ice cream socials or theme dances.

Just so you know all the of the other caravan chairs from the other clubs ask the very same questions. So if your club isn't doing theme dances they might want to mix it up a bit and add a couple to their dance schedule. You might also want to think of adding themes like say a black light dance to one of your level dances it is a great way to show newer dancers how much fun we have.

Have fun creating ideas. Don't be afraid to try something new or tweak an old idea.

Hugs Leslie