

COMMITTEE TO PROMOTE SQUARE DANCING

To develop a strategy that ATTRACTS AND RETAINS dancers, the Committee to Promote Square Dancing contacted marketing people to determine how to market what the public wants and held discussions with successful recruiting associations and callers to determine what might work best for our area. We then presented a proposal for conducting our beginner classes to the Callers Association and to the 13 general Plus clubs between Palo Alto and San Jose. Based on the outstanding support received from these groups, the proposal is being implemented this fall by most of these clubs.

There are 3 major components to the plan-MULTI-CYCLE CLASSES, CENTRALIZED CLASSES, AND 16 WEEK SEGMENTED CLASSES.

MULTI-CYCLE means we have classes starting in September, January, and May. Therefore, people starting in September can recruit their friends into a January class and people who need to repeat and people who are interested in dancing won't have to wait up to 9 months to join a class.

CENTRALIZED means we will offer classes in somewhat of a north, south, east, and west location and on different nights of the week. This creates larger classes which increases the fun and sociability of dancing and reduces drop outs.

SIXTEEN WEEK SEGMENTS means that at the end of a segment, dancers will have 3 choices-to go to the next 16 week segment, to immediately repeat the class (by joining the next new class), or to stay at their current level and dance at monthly dances designed just for them.

One way to explain this concept is to imagine that we have 4 classes starting in September, 4 starting in January, and 4 in May. For those starting the September class, their first 16 week segment will end at the beginning of January. They can then continue on with the same class and complete the next 16 week segment, or they can repeat by joining one of the January classes, or they can stay at this level and participate in the

monthly dances. At the end of each 16 week segment they will be encouraged to recruit their friends into one the beginner classes. It's important to note that this plan has been successfully implemented in other areas but not to the extent of our plan. In addition, this year the bows and Beaus initiated the September, January, May plan with excellent results.

The Promotion Committee believes that this plan, merged with our promotional efforts, provides the best opportunity we'll have to "jump start" a significant increase in recruiting new dancers. As a result of implementing this plan, the Committee is budgeting funds to promote our January and May classes. Currently our total donations are \$11,112.64. Some of these funds and all of the funds donated at the Mike Sikorsky dance on 7/13 and the Rafter Rocker/Gadabout dance on 8/18 will be utilized to promote the January and May classes. This fall, from 9/6 through 9/19 be sure to listen to KRTY (93.3 FM) and KLIV 1590 AM) from 6 to 10 a.m. and 3 to 7 p.m. to hear our radio ad. Also attend a movie at the Century 21-25 theaters between 8/13 to 9/20 and you'll see our movie theater ad.

And finally, please note that the most critical effort in all of this is FOLLOW THROUGH-by the committee and by all our square dancers. The committee has the responsibility to collect the names and pertinent information about interested dancers, to understand their dancing requirements, and to provide them with key information. Each name will be maintained in a data base and forwarded to one of the beginner class clubs. Each club is expected to assign club members to personally contact these people, to get them to the class, to help them to understand the fun and sociability of dancing, and to answer their questions and concerns. You aren't to be an "angel," rather you are being a MENTOR. This not only increases our success rate, it gives every one of us the chance to promote this activity that we all love and want to share with others.

Van Symons