

GRAND FINALE

Congratulations Square Dancers. Your efforts to raise funds to Promote Square Dancing was an outstanding success. In addition to the many individual donations, many clubs initiated various fund raisers ranging from bake sales to donation buckets to flea markets. The highlight of our 5/1/99 Grand Finale Dance occurred when representatives from many clubs marched and danced their way to the stage to present the Committee to Promote Square Dancing with a GIANT CHECK representing these efforts. It's a thrill to announce that the TOTAL FUNDS COLLECTED WAS \$7112.64. Although every club, the SCVSDA, and the Callers Association all gave as much as they could, four of our clubs announced superb fund raising results - the Rafter Rockers and Bows and Beau's contributed over \$1000 each and the Sunnyvale Singles and Outlaws almost reached the \$1000 mark. That's remarkable. As a result, our TOTAL FUNDS COLLECTED from both dances is \$11,112.64. Every contributor should be proud of this effort. With these funds your Committee has initiated a 3 step process - Find 'Em, Hook 'Em, and Keep 'Em-to attract and retain new dancers.

FIND 'EM

Fund raising is just the beginning. Our focus is to advertise the fun of square dancing to find all those out there who would love to join us but don't yet know it. We are developing a marketing strategy to clarify our product, to understand how other areas have marketed dancing, and how we might best deploy our resources. Currently we have 2 radio stations (KRTY

and KLIV) and the Century 21-25 theaters under contract. During the August/ September months we plan to launch a very professional search for new dancers-but we will need everyone's help to further spread the word. Articles and interviews will have to be provided to the media, flyers will need distributing, and dance teams will need to perform. And as always, word of mouth advertising will be our best advertising.

HOOK 'EM

Following up on leads is frankly one place we have not done well in the past. The committee has developed a process to manage this effort but lots of help will be needed to be sure that all those who express interest are contacted and personally invited to join us. If possible, it would be great to have each prospect assigned to a club member so that each is made to feel really welcome and so that any concerns can be addressed right away.

KEEP 'EM

The last step is to really make those first few class weeks a great experience in which they develop a sense of accomplishment, they enjoy dancing, and they feel good about themselves. This is where their commitment will be established. We need to work with our callers and with each other to structure our classes so that when our prospects go home, they will each say "That was fun! I can't wait till the next class."

Van Symons