

COMMITTEE TO PROMOTE SQUARE DANCING - Article for the January Prompter

We have 5 beginner square dance classes (including one for our youth group) starting in January. All are advertised in the Prompter. This is a great opportunity to recruit new dancers since the holidays are over and, for most people, the next four months have the least schedule conflicts. In general there is a 4 pronged effort to maximize the number of people participating in these classes.

FIRST, each sponsoring club is distributing flyers and requesting their members to recruit new dancers.

SECOND, The Committee distributed flyers that describe the 5 January classes to all "non-sponsoring" clubs. It is CRITICAL TO OUR SUCCESS THAT EVERYONE-YOU-CONTACT FRIENDS AND NEIGHBORS NOW. Although it might be tempting to wait until your club sponsors a class, our "leverage principle" states that for every new dancer in a current class will attract more than one of their friends when the next beginner class starts. Therefore we need YOU to take advantage of the current opportunity to recruit dancers.

THIRD, The Committee, is utilizing radio ads, VALPAC coupons, flyers, and our dance teams to promote these classes. Hopefully most of you have seen the two Ameritrade ads that integrate square dancing with on line trading. These national ads on CNBC and FOX demonstrate the vigor and excitement of square dancing and can only help our current campaign for the January classes.

FOURTH, The Committee is encouraging all September class members to recruit their friends and neighbors into one of the January classes.

Next, a brief summary of The Committee's September 1999 effort is as follows. Our most successful efforts were the radio ads, VALPAC coupons, flyer distribution, and dance teams. The Internet and PSA's are free and did provide several new dancers. Our movie theater result was poor. However Bronc Wise estimates he attracted 70 dancers from his movie theater ads? The Committee continues to monitor our cost per dancer and is evaluating both our current and future efforts. We do not want to draw a conclusion from just one effort since it can be

proven that every type of ad has worked great somewhere.

And finally, The Committee needs your thoughtful feedback and help as follows.

1. Dance Teams. Our dance teams have the capability to be extremely successful at attracting new dancers at no cost. They demonstrate and get participation in square dancing, round dancing, and line dancing. But we need more contacts-clubs, churches, etc., that would like this type of active entertainment. Please contact me if a group you belong to might like this type of participative entertainment.

2. Fund Raising. Starting with the beginner classes scheduled for September 2000 and forward, The Committee plans to focus promotions in 3 areas-those that are effective but cost little or nothing (flyer distribution, Internet, PSA's, dance teams), those areas that provide the best return on our investment, and any new opportunities. The current plan is to reduce our financial needs and to minimize and/or reduce fund raising events. One idea is to simply encourage all current dancers to make a once a year donation of \$4 or 5 per person to The Promotion Committee, regardless of whether or not they belong to the SCVSDA. Your consideration and feedback on how best to financially manage our promotion efforts in the future is requested.

One important reminder-for 1999, all donations to The Promotion Committee are tax deductible (since we are a 501C3 organization). For those people who contributed \$250 or more and would like a letter of confirmation, forward a note to me, stating the amount of your contribution(s) and I will provide you a letter.

Van Symons

Why Women Talk So Much

A husband, proving to his wife that women talk more than men, showed her a study which indicated that men use on the average only 15,000 words a day, whereas women use 30,000 words a day.

She thought about this for a while and then told her husband that women use twice as many words as men because they have to repeat everything they say.

Looking stunned, He said, "What?"