

## Winning Ways in Square Dance Recruiting

By

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The American Callers' Association in its attempt to be of service to all callers, dancers, and associations provided current, timely and effective information on new dancer recruitment from 2000 to the present. ACA really appreciates the positive comments, encouragement to continue, and contributions from callers all over the country and from abroad to continue these initiatives. ACA will continue to provide information that will help the square dance community recruit, retain and retrieve square dancers as well as encourage the dancers to speak out on the cumbersome dance programs.

This month's ACA Viewpoint is dedicated to winning ways that square dance clubs use to help recruit new dancers for their clubs. There are several effective programs, which have worked for various clubs throughout the world on succeeding occasions.

All of them are proven methods, but they have ONE SINGLE THREAD IN COMMON. THE CLUB MEMBERS AND CALLERS WANTED TO BRING IN NEW DANCERS. Without this intense desire, these are merely mechanisms or motions of trying to start a new class.

§ Clubs in several states pooled their resources and put signs in their cars, put signs on their front lawns, brochure invitations in doctors' waiting rooms and on church bulletin boards. They merely said "Square Dance telephone number 932-6743. Other clubs placed the brochure invitations on line and Face book. The person answering the telephone explained the new square dance lessons and gave them directions to the dances. The results were growing enthusiastic classes.

§ Clubs in another state asked their members and friends if a club representative or even a square of dancers could visit Sunday school classes of the various churches. They explained square dancing invitations and left flyers / brochures. These efforts by several clubs led to over 50 new dancers signed up for classes.

§ Clubs in several states began the use of a "Who Do You Know Invitation Form." Club members invited people to visit their club and attend the free open houses for new dancers. The club members supplied the club recruiting officer with information on each person. The club president put each person's name on a database in his computer and contacted him or her by both telephone and written invitations. The Club president continued to follow up prior to and throughout the year resulting in new dancers to the club over several years.

§ Clubs in the United States and other countries started a very innovative dancing club. The club dance in the professional buildings. They dance one hour per day over the lunch hour several days a week. ACA would suggest that in the USA we could have clubs like this in our business districts over lunch hours. The results of the lunch hour clubs in several locations both in and out of the US have produced an almost endless supply of new dancers who want to join the fun.