

Nevertheless, successful new dancer recruiting is working in parts of the square dance world. Specific new dancer-based activities can attract new dancers. ACA has been conducting marketing research on successful recruiting activities throughout the country and has published success stories for the past eighteen years. There are two successful underlying “success foundations” that continue to surface each time.

Market Planning Part I: There is an expression in marketing that sums some of the problem up. “Prior Positive Proper Planning Prevents Poor Performance.” ACA encourages square dance clubs to create and work a plans to recruit new dancers year around by inviting potential dancers to the dances and making them feel welcome and dancing a tip or two..

Marketing Plan Part 2: The second one is for square dance clubs to refuse to accept the fact they were victims of an overgrown and overdeveloped dance program and that people are too busy with multiple jobs, the Internet, and cable television. Square dance clubs must accept was the fact that there are many people who would like to give square dancing a try if they are invited. .

The Marketing Plan contains an aspect that square dance clubs to boil it down to one thing and that is a belief that “If we ask people to come, some of them will come to learn square dancing.” This “Can Do Commitment” underlies the Marketing Plan’s foundation and permeates every successful recruiting program that ACA has been able to spotlight. The “Can Do Commitment” is the critical difference. The “Can Do Commitment” rejects the “Victim Syndrome” of cable TV, life style changes and the overgrown stressful dance program.

If square dance clubs are to be successful reversing its own decline in the number of dancers, it critical to create a Marketing Plan and reject the “Victim Syndrome” and accept the “Can Do Commitment”.

In addition, ACA will continue its marketing research to learn and present square dance clubs’ successes in new dancer recruiting. Try them. Let us know so we can let other clubs that they work. Nevertheless the underlying action is the strong belief and action t to the “Can Do Commitment” to recruit the new dancers, teach and retain them as new club members.