

QUESTION REALITY: What can a square dance club do to reduce new dancers from quitting square dance during and after lessons and extend the square dancer life cycle to more years? The American Callers' Association gets calls and emails from callers and dancers that are trying different things to recruit and retain new dancers. Much of what we publish is from clubs and callers.

"REALITIES AFFECTING SQUARE DANCING."

PROMOTION REALITY: A very sobering note is that if square dancing had the biggest advertising campaign in the world; if we had a spot on television every hour on the hour; if we had corporate sponsorship that would spend mega bucks to promote square dancing; if we had lobbyist supporting square dancing; it still might not attract new dancers. This is not intended to dissuade advertising, but to encourage club members to invite people. Flyers, brochures, and square dance name cards placed in doctors', dentists', veterinarians', store windows, and church bulletins and bulletin boards are reported to us as the most effective promotion and advertising.

WHAT WORKS BEST: The most effective way we will ever get people in square dancing is one-on-one people getting people whether they are friends or others. In order for this to happen we must have club members with the intense desire to bring new people into square dancing. The members and the caller must be friendly and patient to make the new dancers feel welcome.

RECRUITING REALITY: If we attract people to try square dancing, we must impress them with the sound of the music and the fun & entertainment. Help them feel welcome. Let them dance and have fun. If they are welcomed every time and we communicate via telephone or email or text message, we can reduce dropout rates during and after square dance lessons and encourage them to dance longer than the three year product life cycle in square dancing.