

Club Recruiting Preparations for Square Dance Lessons

Parts 1 and 2

By

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The American Callers Association in its attempt to be of service to all callers, dancers, and associations has provided current, timely, and effective information on Square Dancing for the past 26 years. Today the American Callers' Association continues to work for a healthy recovery for our dance activity by providing effective information relevant to all callers, dancers, and club leadership. ACA's principal interest lies in dance program planning that can contribute to a refreshing recruiting marketing program to attract new dancers and ACA is now and always has been committed to help improve ways square dance clubs attract, teach and hold new dancers.

This month's Viewpoints is part of a **3 to 4 month recruiting series** to offer proven ways that square dance clubs can plan and prepare for lessons starting in the fall or whenever. . Our 'VIEWPOINT' this month offers the first two points: The **first idea** points out how important it is to maintain a **positive attitude toward the present and future of our activity** especially when new searching for new dancers. When new dancers enter the square dancing family today, all dancers including seasoned dancers must spend their efforts on making them feel welcome and equally avoid talking about the earlier days of square dancing. What can we do? Spend time and effort on visiting with them and help them feel **welcome, welcome and welcome.**

Talk about the fun and friendships. What about asking them why they joined the lessons and ask them to bring any friends. **One more time make them feel welcome, welcome, welcome.**

The **second idea is a promotion activity.** Research on the Internet and search for any organizations fairs and fun days and call the contacts and ask permission to perform at their activities. A few of the activities are University Career Fair, Home School Activities, Barbeques, Church Fairs, College Continuing Education Fairs, and many others. The club performs a short demonstration and other dancers pass out flyers. With each activity offer to pool resources to help them gain joint support and sponsorships.

The ACA bottom line is that new dancers are out there and go find them, invite them to visit your club. and make them feel welcome. Next month we will publish the third and fourth ideas. ACA Invites you to watch for them.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject or communicate their success story in recruiting is encouraged to contact the American Callers' Association at loulet@aol.com or Dr. Patrick Demerath at pdemerath17@gmail.com. If you contact us with an idea or positive experience, we will publish it in your name. Your communications are always welcome. Please visit our website and newsletters at www.americancallers.net

Happy Summer Sounds, the Summer Sounds We Love.