

# American Callers Association Viewpoint

## The Seven PPPPPP's

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 for most of the years 2000 – 2019. The American Callers Association appreciates the positive comments, encouragement to continue, and contributions from callers all over the country and from abroad to continue these initiatives. American Callers Association 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.

QUESTION: What is PPPPPP? The answer is PRIOR, POSITIVE, PROPER, PLANNING, PREVENTS, POOR, PERFORMANCE,

Bearing in mind that square dance new dancer recruitment appears to be at an all time low. Both Mainstream and Mainstream/Plus clubs are having difficulty recruiting new students for square dancing. Square dancing appears to be losing 10% of its dancers per year as membership declines.

Starting to plan early is crucial to any successful recruiting.

Locate a church or other that acts as a representative body for the home school families. The church or organization can put in touch with representatives of the home school families.

When you meet them, explain that you club would like to be added to their list of family centered activities. Normally a home school activity has one major meeting night in August of each year. Find out the number of families and give each a folder and flyer for each family attending. A short dancing demonstration is a good idea if you are able. . During the demonstration period, club members passed out even more flyers to the families.

Parents of home school students relate that they and their kids are looking for social activities where their families can participate. **Bonus: In this case not only can the home school students join the square dance lessons, but they parents often join as well.**

A second method of recruiting is to contact any community colleges and ask to be included in their program to offer a square dancing demonstration and pass out information. Often square dancing class may be added to the list of courses.

Often college students are looking a safe fun activity. Square fits those needs with its prohibition on alcohol drinking and great snacks to try.

It is true that these initiatives may appear to be a lot of work and some expense may go into a Home School Dance or Junior College program and activities with junior college continued learning programs, but it is worth it as clubs can grow in this declining period.

Let me sum up the seven P's. Prior Positive Planning Prevents Poor Performance. Start planning now for the fall.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject is encouraged to contact the American Callers' Association at [Loulet@aol.com](mailto:Loulet@aol.com) or Dr. Patrick Demerath at [pdemerath17@gmail.com](mailto:pdemerath17@gmail.com).

Please visit our website and newsletters [www.americancallers.net](http://www.americancallers.net)

Until next time, Happy Dancing.