



Ideas To Take Back To Your Club And Start Using (Almost) Immediately

GET THE WORD OUT

Use the Internet to share information with club members. Options include:

- **Your club's website** – make sure it's up-to-date, user-friendly and easy to navigate.
- **Shutterfly**: features calendar, automatic emailed reminders about upcoming events, photo sharing, document sharing. Free. www.shutterfly.com
- **Facebook**: *Square Dance Chicago* allows people from various clubs to share information. You need a Facebook account (free) to take part. www.facebook.com/groups/squaredancechicago Some clubs, including Chi-Town, Glenview, Fox Valley and BnB Batavia also created their own FB Pages, giving them a much more targeted audience of mainly club members.

Don't forget "word of mouth," often the most effective way of attracting new dancers. Invite friends for the kickoff event and taken them out for coffee, dinner, a snack or drinks afterward. And don't forget the follow-up afterwards: Can I pick you up next week?

Create printed materials to share information about your club, lessons, square dancing, including:

- Business cards with your club info & website. *Vistaprint.com* is cheap (\$5 shipping/250 free cards) and easy to use.
- Create B&W and color versions of your lesson information, in various sizes. Small B&W "ad style" versions might be easier to publish in church bulletins, non-square dance club newsletters, community center and park district publications, newspapers, etc.
- Trifold of SD info to share with prospective students
- Poster (from the Trifold)

Broadcast your events. Send the information to local television stations (community service ads), radio stations (short PSA announcements). Introduce yourself to the community events editor, local news contact, etc. Maybe even bribe them with a bagel and a cup of coffee!

Trade lessons information with other clubs - especially the ones closest to you. They may have people who can't make lessons on their regular class night and visa-versa. One caveat is that your club must also be prepared to help advertise the events of sister clubs.

Think outside the box: Gyms; church groups; community centers; senior centers; college campuses; community bulletin boards at grocery stores, restaurants (maybe even print up placemats or pizza box ads); rehab facilities; local clubs and organizations; local chapter of the American Heart Association; local chapters of national organizations.

CLASS TIPS N' TRICKS

Appoint Head Angels who are responsible for student well-being. Duties include calling when students miss class; staying in touch via email; and making sure students – and angels - are enjoying their square dance activities.

Help students remember calls by writing calls learned or reviewed on a chalkboard or white board. We used poster-sized Post-It notes—one sheet for each class—and posted them all each week on the wall.

For students struggling to remember calls, create a buddy system where angels focus on particular (quietly pre-assigned) students during lessons.

After class, email students with list of calls learned along with links to video clips for each call.

- This reminds them of what calls to review before coming to class
- It also gives them an incentive to make it to class each week.

Eliminate graduation parties – because students are just *beginning* their SD journeys, not ending them!

Keep the new students motivated thru the summer by holding summer dances or inviting them go with angels/members to other clubs' summer dances.

INVOLVE THE ENTIRE CLUB

Launch the Fall 2014 SD Season with an August Rally, in which all members, angels and new dancers get together one evening. For Glenview's Rally, we will:

- share info with new dancers about stealing/retrieving, locations of other clubs, and handing out the MCASD 'new dancer' passes
- give everyone an update about lesson format in September and January
- remind everyone that if they have any ideas or concerns, to talk to the club presidents or head angels FIRST, not the teacher/caller
- ask/remind angels to actively invite our new dancers to other club dances—better yet, pick them up and bring them to the dances.

KEY TO SUCCESS: Perhaps the biggest key to success is a handful of committed individuals who will come together to help with all of this - including regular attendance at class nights. Ideally, someone will emerge as a high-energy leader who lives and breathes the program and has the personality to lure others into the fold.

Glenview Squares' full 2014 Illinois Square Dance Convention Powerpoint presentation is available to download from our website, glenviewsquares.org.