

Recruiting and Retaining Square Dancers

Club Preparation

Evaluate Strengths, Weaknesses and Attitude

ABC...Attitude - Belief – Commitment

Goals

Identify club Goals ... Put them in writing.

Create a Plan

Leadership in place...Lesson Chairman ...(Probably you !)

Committee

Lesson Chairman...Selects a Committee

Database Chairman....Publicity Chairman....Kick-Off Chairman

First Meeting

Set Date of Kick-off Social...Lessons 2 days Later...LocationInstructor

Recruiting Campaign

Minimum Time 2 months...4 to 6 Months is better

Letter to Members...With Prospect possibilities and ideas

1st Letter to Prospects...Within 10 days of being in Database

Invitation to Prospects...4 Weeks before Kick-Off Social

Reminders to Members to contact their Prospects

Preparation for Kick-off Social...Be good Hosts...Mingle ...Smile...Mingle

The Kick-off social and Introduction to square dancing...

Lessons start 2 days later...

Retaining Square Dancers

Welcome and become Friends within and outside of square dancing.

Lessons taught twice a week for 10 weeks (Mainstream Lessons) Make it FUN!!

One club sponsor ...Angels and new dancers mix freely...Make it Fun!!!

Invite to regular dances after 3 lessons...

First 30 minutes Caller includes new dances and makes it FUN

Invited to join Club before Graduation