

Guide for All Interested Establishment Clubs and Associations
Who Would Like to Help Restore the BASE of the Activity
&
Help Put Integrity Back Into ALL Programs

1. Work with callers in your area who are interested, capable and/or willing to learn how to entertain dancers with a limited vocabulary (50 Calls). Pick a night and promote your new 50 Call Initiative. Since this is your first class you could go 7 PM to 9 PM understanding the next class starting in about 12 weeks will probably move to 6:30 PM to 8 PM then the previous class moves to 8 PM to 9:30 PM for the Club 50 "DANCE". Start the 1st class in Mid Sept. and charge \$40 per person (or whatever) for the 12 week set of classes. Likely scenario: You get 8 people (6 girls & 2 boys). Pair the girls off and put a colored sash on the BOY. Have a graduation Christmas Party mid Dec then just dance each week over the holidays. About half way thru the class these new dancers will be having a lot of fun and will want to invite their friends to join the fun in just a few more weeks (not next year like we do now). Get email addresses of their friends and let them know you want their youngest friends. Focus on the youngest couple and get them to talk to their friends about the next class and you send their young friends a personal invitation to attend the next class. Repeat this process with every class and don't be surprised when your group begins to get younger and younger. For those who may have missed a couple classes or had trouble learning, make them a deal \$\$ to start again in the next class starting in just a few weeks.
2. 2nd 12 week Class starts first part of Jan. on the same night but from 6:30 PM to 8 PM (now with only one & one half hours ,, the

teaching must become more efficient with very short breaks). 8 PM to 9:30 PM becomes the new Club 50 "DANCE".

3. 3rd Class starts first of Apr. repeating the process.
4. Summer Program July & August just Club 50 dancing 7 PM to 9 PM. This is an important time and a great time for callers to have fun learning to entertain these new dancers without showing them Relay the Duecy or Load the Boat. What is recommended is to feature a "LITTLE" EA (extended application) and a couple MS (mainstream) calls each week but don't expect them to retain it from week to week. Next week pick a couple different calls for EA and a couple different calls from the MS program. Using this strategy will keep them entertained for a long time. Runs – Trades – Circulates can be worked every week for the next 10 years! 😊
5. For those who were part of the first 2 classes (Sept. & Jan.) and who danced regularly over the summer would be ready to move on "should they choose" to move on. The Sponsoring Plus club could set up their set of lessons like this: Pick a night and offer a 9 month **workshop** on EA and Learning the rest of MS calls. Charge \$40 pp per quarter (or whatever) and encourage all existing club dancers to join them because they need to learn some EA as well (the part of our programs (the integrity) that has been missing for years). The CALLERLAB EA document is being created now and will sometime in the near future be available for callers and dancers to have and use as a guiding resource.
6. The 4th quarter or last 3 months this workshop could turn into a Plus Class for those who choose to go on. Those who do will have a strong foundation and much integrity will have been restored to the Plus program.
7. Every indication shows that only 25 to 30 percent will choose to go on past the Club 50 SA (standard application), however, each

year some who chose not to move on last year may be more inclined to move on the 2nd or 3rd year. Or, maybe they never want to go any further than Club 50 SA. We now have choices!!! The 25 to 30 percent, who choose to go on, will be more retainable warm bodies than the activity has seen in many years. We are now moving on a New Sustainable Path.

For Sustainable Square Dancing

This is a comprehensive plan that will accomplish our stated goals.

“Restore the Base and Restore Integrity to ALL Programs – Plus, Advanced and Challenge”