



Recruiting and Keeping



New Dancers

INTRODUCTION

This USDA Booklet was developed to acquaint leaders of the square dance community (square, round, contra, clogging, line and folk dance) with a source of information concerning the methods, procedures and problems associated with recruiting and keeping new dancers. The information presented is a compilation of data from national and international dance organizations and many other sources in the square dance movement. Appreciation and credit is given to the authors of articles used in the booklet.

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RECRUITING AND KEEPING NEW DANCERS

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THE SQUARE DEAL

For the past several years we have heard stories of the decline of interest in square dancing, with various parts of the country reporting a decline in attendance and difficulty in recruiting people for classes. Many people have said the reason for the decline is inherent in the square dance activity itself, such as too many calls, too many programs, classes too long, etc. But such criticism of the activity has always been present, even during the boom times. Following are reasons why we are in this decline and losing dancers.

1. The generation gap. The majority of dancers in many areas are ages 60-65. How does your generation view square dancing? Are you are a Baby Boomer, Gen X, Gen Y, Gen Z, Millennial, and what do you expect from this activity?
2. Convenience. The convenience of renting movies or online entertainment to watch at home has caused a decline in a wide range of activities. Square dancing is only one. This does not mean there is something inherently wrong with square dancing. We are simply facing new competition which is currently popular.
3. Staying home. According to a *Newsweek* Gallup poll, 70% of all adults say staying home is their favorite relaxation. Many people in the '60's and '70's view staying home as a trap. Now it is a refuge from the pressurized lifestyle that has become the norm.
4. Less leisure time. The same poll says Americans are working six hours more per week and have ten fewer hours of leisure time per week. Again the reflection of our current lifestyle.
5. Wide range of experiences. People are not satisfied with only a few recreational activities. They want to experience as many things as they can. This may explain why many people complete a square dance class, then drop out. They have spent a year square dancing . . . and it's time to try something else.

Society has changed and we are up against it. We need to understand how non-dancers (and ex-dancers) view our product. Once you have done your research, you will have an understanding of how society has changed, how what was done in the 1960's and 1970's won't work today, and what people today want and don't want. Now you must take that knowledge (much of which you still don't really understand or believe) and compare it to what is going on in your square dance experience and figure out your next step in recruiting, then keeping, those new dancers.

BOTTOM LINE . . . We have to run faster to stay where we are!

GOOD LUCK WITH YOUR RECRUITING AND RETENTION PLAN.



RECRUITING DANCERS

Recruiting new dancers is a never-ending task within the square dance movement. Square dancing is a great form of entertainment, therapy and exercise. It is also a great equalizer, as there is no income, education or culture barrier. PhD's dance along-side of clerks, mechanics, engineers, sanitation workers, small town folk, city dwellers, politicians, world travelers, dentists, ministers -- all looking for the same thing -- fun, fellowship, entertainment and relaxation in a friendly, family atmosphere. No one is too old or too young to join in for an evening of square dance fun and fellowship.

How do we find prospective dancers and then how do we persuade them that square dancing is the hobby for them?

RECRUIT . . . RECRUIT . . . RECRUIT

RECRUITING PLANS

To conduct a successful and prosperous recruiting program, a club must design and develop their recruiting plans and guidelines well in advance. Their plans should consider class dates and schedules, length of class sessions, class size, class fees, class facilities, caller, Angels or club helpers, attire, training materials, handouts, literature, interaction and interface with the club members and the club activities, class publicity and promotion, and club member support and involvement with the class. Educate the club members (recruiters) by developing an information sheet that provides answers to questions that will most likely be asked by the new prospects. These information sheets should include data about the club as well as the total square dance activity.

RECRUITING METHODS

Personal Contact: The most successful method of recruiting new dancers is to solicit your friends, family members, acquaintances, business associates, etc. Encourage these potentials to bring their friends. Transport your prospects to the early lessons until they establish a rapport with other students.

Exhibitions / Demonstrations: Perform square dance exhibitions or demonstrations at shopping centers, malls, fairs, community events, church events, etc. Always be organized and professional in appearance. Be sure to present a colorful, fun and friendship atmosphere to the spectators. Wear appropriate square dance attire. Display club banner and class information and always be available to answer any questions spectators might have. Involve the spectators if possible to demonstrate how easy it is and how much fun can be experienced in just a short time. Pass out flyers regarding your club and its class information.

Party / Benefit Dance: Offer to sponsor a Modern Western Square Dance Party for a church group, civic organization or business group. Sponsor a Benefit Dance for a charitable cause that is open to the public. Demonstrate the club dancing and then involve the spectators, to let them taste the fun and fellowship that goes with square dancing. This recruiting method offers the potential of signing up a complete group of prospects at one time for the lessons.



Advertise: Design, develop and distribute posters and flyers advertising your class plans. Place flyers in malls, stores, community bulletin boards, Chamber of Commerce, Welcome Centers, Welcome Wagons, Community Service Centers, waiting rooms, business offices, etc. Advertise via electronic billboards and the community service features of local radio and TV stations. Advertise and publicize by writing club, class, square dance articles for local newspapers and local square dance publications. Build a dynamic, live dancing club square dance float for use in various community parades and pass out flyers along the route.

RECRUITING TOOLS

Flyers -- Attractive, eye-catching, contain all required data. Hand out at exhibitions, demonstrations and festivals. Hand out during person to person discussions. Distribute at community and work events. Place in newsletters or attach to personal letters. Display in malls, shops and windows, and bulletin boards. Place on tables at square dance specials and festivals.

Posters -- Attractive, eye-catching, contain all required data. Homemade or store bought from square dance magazines. Place as static displays at stores and malls.

Invitations -- Formal or informal printed invitations for use in personal contacts with prospective dancers. Contain required information regarding class details.

Handouts -- Attractive, eye-catching, easy to read, interesting, brief, concise. Used to present general square dance information to prospective dancers. May be ¼ page or business card size; no full page.

Sign-up Sheets -- Pre-prepared form. Use at exhibitions and demonstrations for prospective dancers to sign giving name, address and phone number for contact at a later date. Forms the beginning of a class roster.

Letters – (1) Recruiting letter issued to prospective members giving all pertinent information about the club and forthcoming class. (2) Welcome letter issued to prospects that have indicated a desire to participate in the class. Provides all pertinent information regarding the class. (3) Personal letter written to personal friends, work groups, church groups, soliciting their attendance at the class.



RECRUITING PROCESS

Preparation is ESSENTIAL

- Be knowledgeable about the square dance activity.
- Be knowledgeable about the club and its class plans.
- Be knowledgeable regarding costs, method of payment, schedule, location and other class details.
- Have handouts, invitations, flyers and other materials available for distribution.

Contact PROSPECTS

- Promote the square dance activity as a source of wholesome entertainment, exercise, fun and fellowship.
- Sell your club, its members and its activities to the prospect.
- Promote the class lessons as an inexpensive evening out on the town, with the finest people, learning something new while you are exercising and doing things with other people.

Follow Through

- Volunteer to pick up your prospects and take them to the first few lessons.
- Meet with your prospects for a light snack before or after class.
- Call prospects immediately if they are absent from class.
- Keep your "recruits" under your surveillance until they mingle with their classmates and have become a solid member of the class. Keep fanning the spark until it glows and bursts into a full flame!





ANSWERS TO QUESTIONS PEOPLE OFTEN ASK

Over six million people participate in the square dancing activity characterized by music, exercise and good clean fun! The following questions are often asked by individuals interested in the square dance activity:

QUESTION: What Is Modern Western Square Dancing?

ANSWER: You dance in squares of eight dancers (usually 4 men and 4 ladies). The space required for one square to dance comfortably is in the neighborhood of 144 square feet. You also dance in circles and in country western lines, but it's still part of square dancing. While learning to square dance you become familiar with the basic language. From that time on, you simply follow the calls or directions of the person up at the front of the hall. He's the caller, and you'll find that he's a very important contribution to your square dance pleasure. Four couples form a "square" and dance a pattern of figures as directed by the caller. The dancers keep pace to rock, classical, pop and country music. Movements are smooth, rhythmic, graceful and easy to learn. As a rule you dance a tip (two songs) lasting around 10 to 12 minutes and then rest a bit. The old time Barn Dance has now been modernized!

QUESTION: Who Square Dances?

ANSWER: You'd be surprised. People of all ages and walks of life who are interested in good, clean fellowship and fun square dance. Your next door neighbor, your doctor, the grocer down the street, housewives, professional people, retired men and women, students. Square dancing is enjoyed in cities large and small, in every state of the United States, in all provinces of Canada, and in more than 50 countries overseas. By tradition, square dancing is an excellent family activity. It's truly a great American pastime, but it's enjoyed by friendly people everywhere.

QUESTION: But I'm Single?

ANSWER: Both the adult single and teenagers are encouraged to join the activity. In fact, most areas have separate clubs for adult singles and teenagers. There are many clubs that accept adult singles and teenagers and other clubs may require adult singles and teens to bring their own partners.

QUESTION: Am I Too Old To Square Dance?

ANSWER: Age is no barrier to square dancers. What is it they say --- you're only as old as you feel? Actually, there are many active square dancers in their 70's and 80's. There are also some who are very young and dance in clubs and schools. Two prime age brackets are particularly notable in square dancing. One is the group of "young married folks," just starting out together in life and looking for friendly activities they can enjoy TOGETHER, while at the same time developing a wonderful, lasting circle of friends. The other big group is the



"retirees," amazing as that may seem. You should see the fun these people get from their dancing. No, to answer your question, you're just the right age now for square dancing, whatever that age may be. While most dancers are between the ages of 20 and 70, teenagers may "square up" with an eighty-year-old in this family activity.

QUESTION: But I Have Never Danced Before!

ANSWER: If you can walk to music, you can learn to square dance. Many of today's experienced dancers have never been on the dance floor prior to learning to square dance.

QUESTION: My Husband Has Never Done Ballroom Dancing And Says He'll Feel Awkward And Conspicuous If He Square Dances.

ANSWER: Nonsense! Although you may have to do the "encouraging" the first time or two, watch out. Experience has proven that the man in the family is the one who really gets bitten by the square dance bug. Perhaps this is because men don't look upon square dancing as a dance, but a sport. Actually, that's what Sports Illustrated calls it -- a SPORT, not a dance.

QUESTION: How Much Time Is Involved In Square Dancing?

ANSWER: That's pretty much up to you. You may decide that you want to squeeze dancing into an already busy schedule or may want to be like some of your friends who belong to several square dance clubs. You should, at least in the beginning, count on a minimum of once a week while you are learning to square dance.

QUESTION: How Does One Learn?

ANSWER: It used to be that you would learn all that there was to know about square dancing in the first 15 minutes and then just dance the rest of the evening along with everybody else. That was before square dancing became the fascinating, challenging pastime that it is today. Now, square dancing requires lessons to learn the basic square dance movements. A new dancer joins a "learners class" and under the direction of a caller/teacher, and usually meets once a week having fun as he learns. Most square dance classes run about 20 weeks and produce a dancer qualified to dance in most of the clubs worldwide. Most clubs conduct at least one class each year. FREE introductory lessons are usually offered prior to each square dance class to see if you will enjoy the activity before signing up for the complete set of lessons.

QUESTION: How Much Does It Cost To Square Dance?

ANSWER: Attending a square dance is, at most, less expensive than a night out at the movies; far less, indeed for one couple to enjoy than for one person to pay for one round of golf. Although the costs vary, an evening of dancing lasting from two to three hours, sometimes including coffee and refreshments, will cost around \$5.00 to \$7.00 per person (more or less.) Add to this the great value that here is a sport/hobby that is enjoyed by husband, wife and family together!

QUESTION: What Kind Of Attire Do We Have To Have?

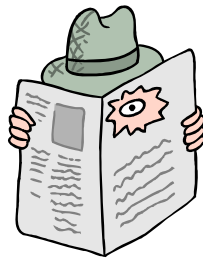
ANSWER: The lady should have a comfortable-fitting full-skirted dress and low-heeled, leather-soled shoes and the man a pair of slacks and a long-sleeved shirt. That's how you begin. Of course, as you learn to dance, it's fun to dress up a bit more, and the complete western-style outfit would be desirable and will normally progress with the class lessons. Unlike golf, however, where there is the expense of clubs, etc., or in bowling with special shoes, bowling ball, etc., there is nothing like that involved in the square dance activity. You can make square dancing as expensive, or inexpensive, as you want when it comes to attire. Also, shopping the "second hand" clothesline sales at dances can be a great way to pick up very nice attire at a very reasonable price.

QUESTION: After The Lessons, What Then?

ANSWER: There are over 10,000 square dance clubs in the world. After the series of lessons, a dancer can dance anywhere in the USA and 50 foreign countries, because square dancing is always called in English. After completion of lessons, the dancer is presented with a diploma and joins a club as a fully qualified dancer. As a member of a club, the dancer may participate in club dances, special dances, festivals, state conventions and even attend the National Square Dance Convention[®], where as many as 15,000 dancers from all over the world have gathered once each year to dance, make friends and renew acquaintances. Completion of the square dance class launches a dancer into a new world of fun and fellowship.

*FRIENDSHIP IS
SQUARE DANCING'S
GREATEST REWARD!*





50 WAYS TO FIND NEW DANCERS

1. Demonstrations, planned performance, shows, street dances, wherever people gather
2. Phone campaign (follow up calls)
3. Letter campaign (invitations)
4. Fancy free ticket handout
5. Interpretive piece developed as a handout
6. Placemats in local restaurants
7. Flyers that double as posters
8. Personal contact with doctors and dentists (brochures in waiting rooms)
9. Folders left in hotel literature racks (and other places which allow this)
10. Flyers at supermarket checkout counters, or in every shopping bag
11. Brochures at welcome center racks (state lines)
12. Poster contest in area schools
13. Billboards in the area
14. Square dance information signs, edge of town
15. Airport posters, full size, colorful
16. Banner across main street
17. Front yard sign at home. "Learn to Square Dance - inquire within."
18. Supermarket bulletin boards
19. Chamber of Commerce information. Get on the club directory or in the monthly bulletin.
20. Personal letters to all club presidents (Chamber of Commerce Club Directory)
21. Welcome Wagon/Newcomers, distribute information to new residents
22. Mayor's proclamation of Square Dance month.
23. Window displays for Square Dance month.
24. Newspapers - daily, weekly, "shoppers," news and paid ads
25. Radio, free spots, paid ads, weekly forum series, talk show call-ins
26. Want ads
27. Church bulletin boards, programs and newsletters
28. Area magazines, national magazines for dancers
29. Television, cable offers golden opportunity for series
30. Personal gimmick opportunities; wearing gambler tie to work, square dance pins, emblems, aerial flags, bumper stickers, jackets, "You have been patronized" cards.
31. More visibility for club dances; spectators, "glad you came to watch" flyers.
32. Sponsor benefit dances
33. Service club programs
34. Create a float for an area parade
35. Yellow Pages phone contact - hooked up with answering machine

36. 800 number for wider exposure.
37. One night stands; church couples clubs, campground programs
38. Library - posters, magazines on racks, donate teaching records.
39. "Recycle" class for dropouts
40. Keep class open first three nights.
41. Joint sponsorship of class; YMCA, YWCA, Community Adult Education, Community College, church, radio station.
42. Larger companies provide great dividends; company pagers, signs in shop areas, sponsorship of class, providing hall and finances.
43. Electronic bank sign
44. Moveable trailer sign
45. Piggy-back bulk mailing opportunities; companies, utilities, car dealers, merchants, colleges.
46. Postal meter plates, logos on personal checks, address label logos.
47. Square dance video cassettes.
48. Local movies, drive-ins, cinema slide blurbs.
49. Computer telephone canvasses.
50. Nationally known Western Star publicly endorses square dancing.

FROM AMERICAN SQUAREDANCE





WHAT IS SQUARE DANCING...WHY SQUARE DANCE?

(10 Good Reasons to Square Dance)

By Dewey L. Glass

1. SQUARE DANCING IS "FUN"

If people didn't enjoy Square Dancing, they wouldn't do it. It offers a variety of experiences such as the pleasure of a good, clean social gathering, companionship and friendship without all of the prejudice or the social aloofness of a formal "stiff" society.

2. SQUARE DANCING IS "HEALTHFUL"

Dancing is a safe way to exercise. The level of exertion is up to each participant. You can rev it up for a high-intensity workout or take it easy for a relaxing, yet beneficial workout. Dancing regularly can lead to a slower heart rate, lower blood pressure, and an improved cholesterol profile.

3. SQUARE DANCING IS "RECREATION"

It is a wonderful form of family recreation, where all the family members can enjoy it and share their own enthusiasm with others.

4. SQUARE DANCING IS "AN AMERICAN HERITAGE"

The story of its history and development is interesting. It began in New England when the first settlers, and the immigrant groups that followed, brought with them their various national dances, which we call folk dances today. After a week of toil in building new living quarters and carving homes out of the virgin forest, the settlers would gather in the community center on Saturday evening and enjoy dancing their old-world favorites.

5. SQUARE DANCING IS "INFECTIOUS"

Once you are exposed to it you become a part of it. You become an enthusiast, an addict because of its friendliness and togetherness.

6. SQUARE DANCING IS "THE GREAT EQUALIZER"

It fulfills our desire to be needed, wanted, unity, a great mass of people working together, cooperating, and thus reaping the joy of their efforts collectively, as well as individually.



Square Dancing

Is Fun!



7. SQUARE DANCING IS "FRIENDSHIP IN MOTION, SET TO MUSIC"

Square Dancers have traveled thousands of miles from home, and are welcomed as part of the regulars, being immediately taken into the homes of Square Dancers in other areas. It is friendship and togetherness. It is a sense of belonging. It's different.

8. SQUARE DANCING IS A "FORM OF SELF EXPRESSION"

Originally, in the old days, dancing was a means of communication, a way of showing sensation, expression, sentiment, passion, sensibility, and a way to appease the Gods. The desire for self-expression is built-in and displayed in all of us.

9. SQUARE DANCING IS "A FORM OF COMMUNICATION OF EMOTIONS"

It has been a form of communication of emotions for which there were no words. With the passage of time our systems of communication has improved somewhat, but the original basic instincts still dwell deep within our exterior surfaces. The rhythm and the music lift us onto another plane of consciousness, where we forget the trials of the day, our worries, and the everyday pressures of modern living.

10. SQUARE DANCING IS "BOTH PSYCHOLOGICAL AND PHYSICAL"

The list is long but the cure is simple. Our minds relieved, our desires fulfilled, our emotions expressed and our bodies relaxed, we go home to sweet and peaceful rest, feeling a sense of joy and elation.

**"REMEMBER SQUARE DANCING IS THE ONLY FOLK DANCE THAT
ORIGINATED RIGHT HERE IN THE UNITED STATES OF AMERICA"**

(The above 10 Good Reasons to Square Dance applies also to ROUND DANCING,
CLOGGING AND OTHER FOLK DANCES)



THE CLASS PLAN

1. PURPOSE OF CLASS PLAN

The class plan is the document used by the club officers and members as the guideline and source of information regarding the forthcoming square dance class.

2. CONTENTS OF PLAN

Depicts all details and dates for all events associated with the planning and conducting of a square dance class, such as:

- Inventory of club's existing recruiting and training materials.
- Ordering of additional recruiting and training materials.
- Class schedule, time and graduation date.
- Angel and helper schedule.
- Angel guidelines.
- Close date for new students.
- Collecting and processing student fees.
- Class badges, club badges.
- Class activities - halfway dance, holidays, fun badges.
- Student attendance records.
- Square dance attire.
- List, copies and distribution plan for student handouts.
- List, copies and distribution plan for brochures and booklets.
- Number of class sessions.
- Subjects to be taught:

| | | |
|------------------------|-----------------------|------------------------------|
| Styling | Etiquette | Responsibilities |
| Club operations | Club history | Square dance movement |
| Square dance history | Area associations | State associations |
| Dance levels | National associations | International associations |
| Area/State conventions | National conventions | Club member responsibilities |

- Class publicity and promotional plan.
- Location and facilities for class.
- Caller/teacher.
- Financial plans.
- Class refreshments.
- Club/class interface plans.
- Graduation requirements.
- Class/club roster.
- Other pertinent information.



3. APPROVAL

Draft plan presented to club Board of Directors.
Final approved plan reflects Boards comments.

4. DISSEMINATION OF CLASS INFORMATION

Final class plan distributed to each member of the Board.
A short synopsis of the plan is prepared and distributed to each club member.

5. CLASS PLAN SCHEDULE

| <u>ACTION</u> | <u>MONTHS PRIOR TO CLASS</u> |
|--|--------------------------------------|
| Prepare draft class plan. | 8 |
| Present draft plan to Board. | 7 |
| Prepare final class plan. | 6 |
| Obtain final approval of plan. | 5 |
| Prepare synopsis of plan for club members. | 4 |
| Inventory and order all class materials, badges, diplomas, handouts, booklets, flyers, posters, etc. Distribute synopsis to club members. Stress recruiting to club members. | 3 |
| Advertise class via radio, TV, newspaper, etc. Distribute posters, flyers, etc. to members. Stress recruiting to club members. | 2 |
| Concentrate advertising. Make personal contacts. Develop list of prospects. Send letters of introduction and welcome to new prospects. Develop class roster. Stress recruitment. | 1 |
| Commence class -- Good luck! | 0 |



TYPICAL CLASS PLAN

20XX CLASS PLAN

1. In June an inventory will be conducted and orders submitted for the necessary student handbooks, handouts, student badges, fun badges, diplomas, brochures, posters and recruiting articles as required to maintain the prescribed level for the next square dance class.
2. In June special flyers soliciting class members will be made available to the local Chamber of Commerce, Visitors Bureau, Welcome Center, Military Center, etc. for distribution to new arrivals in this area.
3. In July and August an intensive publicity and promotional campaign will be initiated to solicit names of prospects from club members (at least 10 dancers per couple.) Flyer and posters will be designed, printed and distributed to club members for use in soliciting prospects. Business card type announcements will also be used. Recommendation list forms will be issued to club members. A synopsis of the class plan will be provided to each member giving all necessary details required for the recruitment process.
4. A letter of introduction/invitation will be sent to each prospective member providing the necessary information regarding the next square dance class. Club members will be encouraged to personally transport their friends/prospects to Prospect Night (Greenie Night, Western Party, etc.) A letter will also be sent to previous club members (inactive or otherwise) inviting them to join the class as "Angels" to assist the new class and to brush up on square dancing in hopes of recruiting these people back into the club.
5. The class will be under the direction of the club vice president. The class will be held in the Youth Hall of XYZ Church, located at 1723 NW 40th Street, Your City. The class schedule will be as follows:

a. Class Schedule:

| | | | | | | |
|-------|----|----|------|----|----|-----------|
| Sept. | 5* | 12 | 19 | 26 | -- | 3 lessons |
| Oct. | 7 | 14 | 21 | 28 | -- | 4 |
| Nov. | 4 | 11 | 18 | -- | 30 | 4 |
| Dec. | 2 | 9 | 16 | -- | -- | 3 |
| Jan. | 6 | 13 | 20 | 27 | -- | 4 |
| Feb. | 3 | 10 | 17** | -- | -- | 2 |

* Prospect Night - - - ** Grad Night - - - Total 20 lessons

- b. Prospect Night -- Tuesday, Sept. 5, 20XX, 7:30 - 10:00 p.m. Social Director will provide refreshments and club members will be in attendance.



- c. First Class Night -- Tuesday, Sept. 12, 20XX, 7:30 - 10:00 p.m. Vice President will assure coffee/soft drink services.
 - d. New Class members will be accepted up through the 3rd week of class (Sept. 26). Class will then be closed to new students without equivalent experience.
 - e. Class will dance with club on Dec. 30 (Club Christmas Party)
 - f. Graduation -- Feb. 17, 20XX. Vice President will plan Graduation Ceremonies. Social Director will provide for refreshments.
6. Class length -- 20 weeks, September 12 through February 10, 20XX.
 7. Cost will be \$___ per student per lesson, plus a one-time charge of \$___ for club badge and training materials. The caller will be paid \$___ per night for teaching the class in accordance with the club/caller contract. The caller will furnish his own equipment required for conducting the class. The club will provide the class facilities.
 8. Class status and recommendations will be made by the Vice President and the caller at each Board of Directors meeting.
 9. Class dues will be collected by the Vice President and turned over to the club treasurer no later than the fourth week. The student records will be maintained by the Vice President.
 10. Class badges will be issued at the start of each class session and collected at the end of the lessons.
 11. Attached list of handouts, booklets, brochures, etc. will be given to the students during the class sessions. The distribution will be coordinated with the caller.
 12. United Square Dancers of America (USDA) booklet "Take The First Step" will be used to teach the students about related club and square dance activities. If the booklet concept is not used, three 30-45 minute seminar-type educational sessions will be scheduled near the end of the lessons to teach the class members about the square dance movement, club history, club operations and functions, officer and member responsibilities, etc.
 13. Class size must be three squares minimum for break-even.
 14. Class members must be capable of dancing at mainstream level to graduate and must be recommended by the caller and vice president. The order of teaching will be the responsibility of the caller. The caller will also instruct the class in styling, etiquette and dancer responsibility.



15. Class roster will be developed and distributed to class and club members by the end of the fourth week. Copies of the club roster will be issued to the class members.
16. Wearing of square dance attire by the class members will be stressed approximately eight weeks into the class to promote more of a commitment by the students to continue square dancing once the classes have been completed. It will also make them feel the part of a real western style square dancer.
17. After week #5, the class will be encouraged to select a class leader to represent the class members. The class leader may be invited to attend the club Board of Directors meetings, etc. This could be a short term selection and other members also selected to give several class members their first introduction to club leadership and club operations. One club or class coffee pot will be made available to the students and the students will be encouraged to assume the responsibilities for their own refreshments after the fifth week.
18. Join club/class functions (such as Halloween and Christmas parties) will be planned as early as possible where every club member will make an effort to personally meet each class member and make them feel welcome. At the joint functions, the dance level will be directed to the class progress level with a few club level tips alternating, to demonstrate to the class members and enable the experienced club members to dance at the club level.
19. In order to acquaint the class members with the club membership in an orderly manner and to share more evenly the class support, the vice president will establish a roster for "Angel" duties, giving each club member a proportionate fair share of assigned class nights. Club members will be responsible for assisting the caller on assigned nights or finding their own substitutes when conflicts occur. The "Angels" shall follow the established guidelines for Angels and set an outstanding example for the class members to follow.
20. To assure a fun level is maintained at the class sessions, fun badges will be presented by the vice president to the "deserving" class members. Every effort will be made to assure each student earns at least one fun badge during the class sessions. Other fun activities will be planned and conducted by the vice president and the caller.

APPROVED BY BOARD OF DIRECTORS

_____ - PRESIDENT _____ - DATE

Attachment: List of Training materials and handouts



RECOMMENDATION LIST FOR FUTURE SQUARE DANCERS

Listed below are names of individuals I have personally contacted and they have expressed a sincere interest in joining our next square dance class. Please forward a letter of introduction to the club and class information to these prospects.

| | | | |
|----|-----------------|-------|--|
| 1. | NAME (BOTH) | | |
| | MAILING ADDRESS | | |
| | PHONE | EMAIL | |
| | | | |
| 2. | NAME (BOTH) | | |
| | MAILING ADDRESS | | |
| | PHONE | EMAIL | |
| | | | |
| 3. | NAME (BOTH) | | |
| | MAILING ADDRESS | | |
| | PHONE | EMAIL | |
| | | | |
| 4. | NAME (BOTH) | | |
| | MAILING ADDRESS | | |
| | PHONE | EMAIL | |
| | | | |
| 5. | NAME (BOTH) | | |
| | MAILING ADDRESS | | |
| | PHONE | EMAIL | |
| | | | |

SIGNED _____

CLUB MEMBER



NOTES FOR YOUR RECRUITING PLAN:

KEEPING SQUARE DANCERS

A major concern of every club leader is the "health" of the club membership. Maintaining an active, happy enthusiastic, growing membership is a prime responsibility of the leaders of the club. After attending classes for 25-45 weeks, why would a trained dancer drop out after being in the club for six months or less? Let's look at some of the reasons for drop-outs and possible cures for the loss of our life blood of all clubs - the new dancer!

WHY DO WE LOSE DANCERS?

1. Uncontrolled reasons

- Change in work schedule or location
- Change in family status (birth, death, divorce, etc.)
- Relocation to different area or state
- Financial problems
- Physical or mental health
- Age
- Reallocation of time to family



2. Controllable reasons

- No longer a fun activity
- Too many new complicated calls
- Can't dance at club level
- Can't dance at festival level
- Dance level is too high or too low
- Unfriendly reception by club members
- Dislike club caller or officers
- Too much of a change from class to club
- Felt abandoned or ignored at the club
- Burn out -- too much dancing -- too often
- Petty feuds, power struggles
- Assigned too much responsibility too soon
- Not prepared (trained) for club membership
- Placed in office too soon after graduation
- No leadership training to perform the job

There is very little that can be done to prevent an exodus due to reasons beyond the control of the club leaders. The major thrust of "keeping dancers" lies in the second category which may be controlled, altered or manipulated by the club leaders. The success of any club can be directly attributed to the competence of its leaders. Every good leader must possess the required square dance knowledge, skill and attitude to serve as a basis for proper leadership. This is gained only through experience, study, training or some form of a learning process. What can be done to keep our dancers?



PLANS TO KEEP DANCERS

Plans must be developed and implemented immediately upon starting a class. It is too late to start when the students join the club. A firm foundation for club membership must be initiated during the class lessons.

Students must be motivated to have a great desire to finish lessons and become a club member.

Students must be taught the background of the total square dance movement -- national organizations, national publications, sources of information and assistance, area and state associations, festivals, specials, conventions, club operations and financial aspects, dancer and member responsibilities, officer responsibilities, etc.

Students must be made to feel at ease with club members long before graduating from the class.

CREATE A PROPER CLUB OPERATION

- Have dance facilities open and set up 30 minutes prior to dance.
- Club banner and current attractive bulletin board or display table set up prior to dance.
- Club officers greet members and visitors as they arrive and bid them farewell as they leave.
- Club officers and members set an example of the "ideal" as to dress, promptness, badge, enthusiasm and knowledge of the square dance community activities.
- Recognize the special efforts of individual club members.
- Recognize visiting dancers, VIPs, area and state officers.
- Club members dance with caller's law, singles, new dancers and with as many guests as possible.
- Club members make special effort to dance and converse with new members.
- Club activities and functions involve all club members.
- Club activities are made to be fun and not work.
- Publicize club, area and state functions and dance activities. Assure club support of all club, area and state association functions.
- Club is responsive to needs of dancers, caller and officers.
- Avoid secrecy in any club function or activity. Avoid cliques.
- Conduct leadership sessions for club members periodically.
- Sponsor a special club party or activity periodically.
- Sponsor visitations, charity work, promotions, and exhibitions for club exposure.
- Make every dance a "special" dance and a "happy memory" for all dancers.



IDEAS TO KEEP DANCERS INTERESTED

- Special "farewell" or "good night" tip.
- A dance of all singing calls - Oldies but Goodies.
- Special dance routines such as Mini Squares, Progressive Squares, Contra, Rounds, Mixers, Quadrille, Three cornered Squares, etc.
- Sponsor a Presidents or Officers Ball or Banquet for special recognition.
- Sponsor a banner raid, mystery trip, caravan or visitation surprise for the club.
- Sponsor a special club dance or festival.
- Hold theme dances or parties.
- Earn fun badges, award fun badges on different occasions as surprises.
- Develop an exhibition routine for your own club.
- Use dance cards, computer cards, bingo and dance games for something different.
- Plan caller's gimmicks.
- Sponsor white elephant raffle for the club treasury or garage sale.
- Provide refreshments for birthday or anniversary surprise parties.
- Sponsor a club picnic, swim, camping trip, game party, sing-a-long, etc.
- Short skits performed by various members or groups in the club.

People enjoy following a good leader. The clubs that stay together and grow are the clubs that do things together under the leadership of a cheerful motivated leader. Kindle and rekindle enthusiasm within the club. Make every square dance event something special, something that every dancer will remember. Keep the FUN in square dancing and you will keep your dancers.



NEW DANCER'S BILL OF RIGHTS

A new square dancer has the right:

1. To a class experience that is both educationally and socially enjoyable.
2. To patient and dignified treatment by the class instructor(s) and sponsors.
3. To gain experience dancing to other callers and, if possible, with dancers from other classes, prior to graduation.
4. To receive advice and assistance in acquiring appropriate clothing for square dancing.
5. To instruction and practice using the approved definitions, timing and styling for each listed call. (Basic, Mainstream, etc.)
6. To information about the history and heritage of our present square dance program.

This Bill of Rights was developed by the CALLERLAB Education Committee and adopted by the general membership at the 1988 CALLERLAB Convention in Reno, Nevada. CALLERLAB encourages all callers and square dancers alike to help put the FUN and FRIENDLINESS back into square dancing!

Happy Dancing! Keep 'em smiling! Remember, FRIENDSHIP is Square Dancing's Greatest Reward.

FROM: CALLERLAB (International Association of Square Dance Callers)





KEEPING THEM IS A CHALLENGE

by Jon Sanborn

As each new square dance season begins, most clubs are faced with the problem of keeping members -- those who have belonged as well as recent graduates. Keeping members shouldn't be thought of as a "problem" but rather as an exciting "challenge," which is a problem turned right side up. Granted, there may be no easy solution, but it's possible to meet the situation if we harness the great "energy" potential that exists within the club, with its officers, and with its members. Pride in your club is one of the greatest resources of energy. Exerting "energy" is a key to success in almost any endeavor. Let's break down the work "energy" and see how it can be applied to the "Keeping Them" problem.

E stands for **enthusiasm**. Each member of the club should be enthusiastic in their greetings to other members, especially the newer ones. There is a responsibility to encourage, to share, to show that everyone is welcome.

N stands for **nearness**. Don't be stand-offish, be neighborly. Don't allow any member to be a nonentity - make them feel neighborly. Listen to their new ideas - build on the enthusiasm a new member brings in.

E stands for **effort** -- a planned effort. See that members are aware of club activities, current as well as future. Make them knowledgeable on resources and past accomplishments. Plan to let members know they are missed.

R stands for **relate**. Relate to individuals -- personalities come through when sincerity is behind a contact. Insecurity or shyness in a new member can be overcome by an honest effort to learn their interests, their work, their family.

G stands for **good humor** and **good fun**. Fellowship, laughing together, and friendliness are the keystones of any organization. Remember that "you rarely succeed at anything unless you have fun doing it."

Y stands for **YOU**, the dancer. You are the one who must exude enthusiasm; you are the one who must encourage; you are the one who must relate in a sincere manner; you are the one who must contribute fun.

Expending the kind of "energy" described above will make you a better member, as well as "Keeping Others In."

FROM: *DANCER DIGGINS, CA*



HOW FRIENDLY ARE WE?

Recently I came across an article in a 4-H Newsletter which, as I read it, thought it could have been written about square dancing. So I changed a few words and adapted it to square dancing. It is a story which should make us think!

A couple (or single), looking for a square dance club to join, devised the following point system --



If someone smiled at them - 10 points

If someone sitting near them, greeted them - 10 points

If someone told them their name - 100 points

If someone asked them to come back - 200 points

If someone introduced them to another couple - 1,000 points

If someone introduced them to the caller - 2,000 points

They visited eighteen clubs. Using the point scale, none of the clubs had more than 100 points! Their conclusion

The club may be meaningful, do great things for their community, and be active and friendly, but when a visitor finds no one cares whether or not he/she is there, that visitor is not likely to come back, let alone join your club.

If a visitor came to your next square dance, what rating would they give your club?

At the beginning of each new year we may see many new faces at club dances and clubs we are visiting. Everyone has the responsibility to make sure that these new faces are made to feel welcome. It takes at least two years to understand the finer points of square dancing, even longer sometimes to understand club organization and member/officer responsibilities and realize the true benefits of being part of the program. In the meantime, we need to make sure new faces are made to feel a part of the group.

Adapted from "Pointers for Club Leaders -- How Friendly Are We?" October 1997 *Missouri State 4-H Newsletter*.

RETAINING DANCERS



Retaining dancers is one of the most important tasks within the square dance movement. It is the responsibility of all dancers, the caller, cuer and officers to exert all efforts to retain their dancers. There are many reasons that dancers leave the activity. Some reasons are beyond anyone's control, such as health, moving, change in work schedule, finances, age or a change in family situation. There are other reasons for dancers "dropping out" that the dancing community can do something about, such as unable to

maintain the level of dancing, peer pressure, not feeling welcome, too much responsibility too fast, problems within the club or other things that make the dancer uncomfortable. It is the responsibility of the caller, officers and members to avoid a situation that contributes to the dropout of any dancer.

THE CLUB

There are three phases when a club can lose dancers -- (1) in beginner lessons, (2) in the transition from lessons to the club, and (3) in the club. In lessons the new dancer may be a slow learner or very insecure. The club members should help them feel secure by helping them with the figures under the direction of the caller, and assure them that they are progressing and will achieve their goals. The club members should meet the new dancers and establish a relationship prior to their first "club dance." The new dancers are entering a new magic, mythical world, and without tender loving care, they may decide square dancing is not for them. Some club members may isolate themselves from the new dancers or unintentionally snub the new dancer which may drive the new dancers away from the club. There are many of those who would like to become more active in club functions or club management, but are afraid to volunteer or are unsure of the associated responsibilities. It is imperative that the club be responsive to the needs of new existing dancers.

THE CALLER

The caller has responsibilities of being sure the new dancers are ready for the club, keeping the evening dance program moving along at a pace that the dancers will enjoy. He can also help with keeping cliques at a minimum, and maintaining excitement and enthusiasm in the club activities.





THE CLUB OFFICERS

Although the officers run the business of the club, they also must keep peace and harmony within the club. One of their prime duties is to make everyone feel WELCOME at the club. Each member must be made to feel that he or she belongs. A proven method is to invite every member to participate in some club service, such as, serving the food, welcoming visitors, setting up the building for the dance or cleaning up after, sending cards to the members that missed the dance or are ill, etc. The officers can help the new dancer by dancing with them and introducing them to other members and visitors. The officers must assure the planning, preparation and conduct of an exciting dance night that will be remembered and enjoyed by the dancers.

THE CLUB MEMBER

Club members also have responsibilities. They can add fun, fellowship and enjoyment to the dance by speaking to other dancers, smiling, being friendly and by being considerate of the feelings of others. Club members should be respectful of the opinions of others. They should attend all club functions and be willing to help in any part of the club operations. Members should set an example for others to follow and demonstrate to others that they can contribute to the operations of the club and can be interested in the club activities. Every club member can help maintain harmony by remembering "Do unto others as you would want them to do unto you."

DANCE PROGRAM

Many new dancers and slower learners need extra help. A workshop before the club dance or the separation of the slow learners may assist in resolving these problems. It is very important to encourage them and not PUT THEM DOWN. Some dancers may find the dance program is not "Challenging" enough. This can be solved by having a higher level or "hot hash" tip periodically during the dance. The dancers who don't feel they can do it will not feel put out. The caller can help by preparing and presenting a program and using figures in such a manner that the dancers will feel that they are being challenged.

PEER PRESSURE

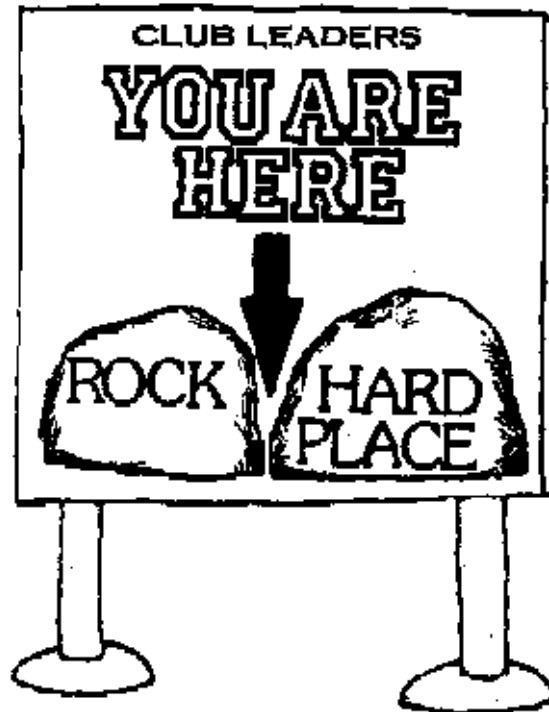
The club caller, officers and other dancers may inadvertently put pressure on a new dancer. The caller may want to call a more challenging dance, so he teaches all the latest figures. Some dancers may want to come have fun and relax and not become perpetual students. The officers may ask too much of a dancer's time through visitations and meetings or ask them to do too much and not just let a new member have fun. Club members should not "look down" at the dancer who cannot go visiting, learn all the new figures or do work within the club. There may be valid reasons that a member cannot do all these things.

RESPONSIBILITY

There are some members who want to participate in club activities and some who will do very little. It is important that the club members understand and respect the degree of involvement that each member is willing to give. But it is equally important that all members understand their obligations as a member of a volunteer social activity and to do their fair share of the work. New dancers may be very eager and may take on duties that they are not qualified or prepared for. In so doing, they may get discouraged or may receive complaints if they have not fulfilled their duties properly. Since this is a hobby that is supposed to be fun, and if their job becomes too difficult or becomes a burden, they may drop out and seek another hobby.

SUMMARY

Every individual associated with the club must understand and recognize their responsibilities and their roles in the retention of dancers. Retention of dancers does not happen automatically but requires careful thought, study and planning to be successful. A club leader must be successful as dancers are the lifeblood of the square dance activity and the square dance club.

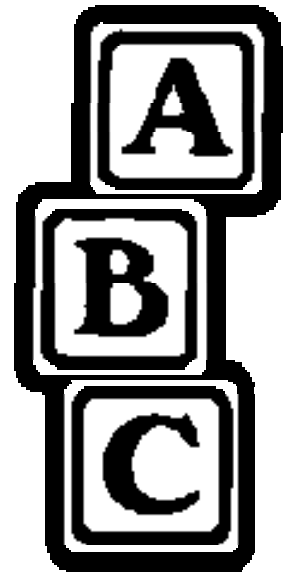




THE A-Z OF FRIENDSHIP

A Friend

- (A) ccepts you as you are
- (B) elieves in "you"
- (C) alls you just to say "Hi"
- (D) oesn't give up on you
- (E) nvisions the whole of you (even the unfinished parts)
- (F) orgives your mistakes
- (G) ives unconditionally
- (H) elps you
- (I) nvites you over
- (J) ust "be" with you
- (K) eeps you close at heart
- (L) oves you for who you are
- (M) akes a difference in your life
- (N) ever judges
- (O) ffers support
- (P) icks you up
- (Q) uiets your fears
- (R) aises your spirits
- (S) ays nice things about you
- (T) ells you the truth when you need to hear it
- (U) nderstands you
- (V) alues you
- (W) alks beside you
- (X) plains things you don't understand
- (Y) ells when you won't listen and..
- (Z) aps you back to reality



A friend is someone we turn to when our spirits need a lift. A friend is someone we treasure, for our friendship is a gift. A friend is someone who fills our lives with Beauty, Joy, and Grace, and makes the world we live in a better and happier place.



CREATING AN IDEAL CLUB ATMOSPHERE

1. Have dance facilities open and set up 30 minutes prior to dance.
2. Club banner and attractive bulletin board set up prior to dance.
3. Club officers greet members and visitors at the door as they arrive.
4. Club officers and members set an example of the "ideal" as to dress, promptness, badge, enthusiasm and knowledge of the square dance community activities.
5. Recognize the special efforts of individual club members.
6. Recognize visiting dancers, VIPs, Area and State officers.
7. Club members dance with caller's law, singles, new dancers and with as many guests as possible.
8. Club members make special effort to dance and converse with new members.
9. Club activities and functions involve all club members.
10. Club activities are made to be fun and not work.
11. Publicize club, area and state functions and dance activities.
12. Assure club support of all club, area and state association functions.
13. Club is responsive to needs of dancers, caller and officers.
14. Avoid secrecy in any club function or activity.
15. Conduct leadership sessions for club members periodically.
16. Sponsor a special club party or activity periodically.
17. Sponsor visitations, charity work, promotions, and exhibitions for club exposure.
18. Coordinate club activities and gimmicks with club caller/cuer.
19. Make every dance a "special" dance and a "happy memory" for all dancers.
20. Club officers bid farewell and offer thanks to attending members and visitors at the close of the dance.





WHY JOIN?

TWO MAJOR REASONS WHY BEGINNERS JOIN A CLUB AND KEEP DANCING

1. OBLIGATION

A sense of obligation cannot be forced on beginners. "We taught you, now you must join our club" is a turn off for sure!

Beginners must develop their own sense of obligation; your job is to assist them in that development.

Let class members participate in class decisions.

Encourage class to select a class leader(s) to represent them at club meetings.

Get class involved in set-up, keeping class records, refreshments, clean-up, etc.

Allow class to plan their own social activities.

Give club newsletters to class members.

Issue club/class rosters to class members.

Teach class about square dance history and dance movement.

Train and teach class about club operations and functions.

Invite class to observe club in action.

Discuss club activities with class members.

Keep class informed of all local square dance events.

Issue club constitution, by-laws and policies to class.

Issue square dance booklets, handouts, club info to class.

Start the class out on their own fun badge collection.

Encourage class to wear square dance attire during lessons.

Set an outstanding example for class members to follow.

Make it easier to join the club than to drop out.

2. FRIENDLINESS

Most forceful reason and the primary reason.

Truly friendly club members will reap most beginners.

Few members friendly -- few beginners will join.

Many members friendly -- many beginners will join.

Club members must mingle with beginners to make friends.

Don't form cliques or closed squares.

Quickly form squares with beginners -- lead the way.

"What you do shouts so loudly in my ears I cannot hear what you say." Ralph Waldo Emerson

Actions speak louder than words.

Friendly actions make friends.

Unfriendly actions drive dancers away.

Never laugh at the mistakes of a beginner.

3. WHY JOIN?

Would you join a club if "they" treated you the way "you" treated them?





RESPONSIBILITIES/DUTIES OF CLUB MEMBERS

1. Be socially clean, courteous and pleasant.
2. Arrive at the club early and be ready to dance the first tip. This pleases the caller, club officers and other dancers.
3. Attend and participate in workshops to learn new calls and to improve your dancing abilities. 4. Know and adhere to your dance level.
4. Accept help from others and be helpful to others.
5. Share dance time - don't be exclusive - no cliques.
6. Know your leaders and the relationship of your caller to club.
7. Talk to the caller and club leaders about your dance problems and desires for the club. They need your input.
8. Volunteer to perform club functions without having to be asked.
9. Serve in positions of responsibility - it's your duty to help. It is "your" club and surely you want the "best." Become a club officer or committee member.
10. Recruit and assist new dancers (Angels) at class lessons.
11. Stay for the entire dance if possible - dance the first and last tip - this honors your caller, club officers and fellow dancers.
12. Be courteous to speakers, leaders and callers. Be a good listener. Listen attentively to club announcements.
13. Be financially responsible - pay club dues in advance without being asked.
14. Assist the leaders in the set-up and clean-up of the dance hall.
15. Participate in all club visitations, exhibitions, charity activities and other functions.
16. Attend seminars and other leadership and club operational training programs.
17. Wear your badge and proper square dance attire at all club functions.
18. Form your squares promptly, and welcome anyone who joins the set. Introduce yourself before the tip starts.
19. Be tolerant and polite to new dancers and senior dancers.
20. Dance with visitors, singles, callers law - allow them the pleasure of your expertise.
21. Never walk through a square or leave a square. Join the nearest square that is forming.
22. Honor your caller and club officers.
23. Introduce yourself to visitors and guests - make them feel welcome and want to visit your club again.



24. Guide your partner - do not shove, push or jerk.
25. End each tip with a flourish, applause and thanks to all in the set and the caller - and mean it.
26. Get acquainted with everyone at the dance whom you have never met; an unknown square dancer is a friend you haven't met yet.
27. Contribute toward the enjoyment of the dance by expressing friendliness, good humor, cooperation and a real desire to have fun.
28. No drinking of alcoholic beverages before or during the dance.
29. Thank everyone who made your evening out a pleasant one - the caller, club leaders, guests, etc. Your "thanks" is their "pay" and their reward.
30. Forget about business, financial, social and family cares and concentrate on enjoying the fun and fellowship at the dance.
31. Be loyal to your club and club officers.
32. Set a good example for other club members to follow.

This information sheet was developed by the Education Committee of the UNITED SQUARE DANCERS OF AMERICA, INC.



CODE OF CONDUCT

Square Dancers everywhere are encouraged to comply with an appropriate Code of Conduct which will enhance the public image and the pleasure of the movement to all dancers and non-dancers, as well.

The welcoming of others into the dance and into the squares is an integral part of the social aspect of Square Dancing. Walking out of a square at any time is considered a severe insult. At the end of the dance, no one should leave the square before thanking everyone who contributed to the joy and the fun of dancing together.

Courtesy to others is important at all times. This includes personal cleanliness, as Square Dancing is an energetic recreation which can be offensive should adequate precautions not be taken.

Conforming to the accepted and generally taught hand positions and maneuvers for execution of the movements helps eliminate any uncertainty among the other dancers. Proper styling while dancing is as important to the enjoyment of the Square Dance as is the proper execution of the movements themselves.

Avoidance of alcoholic beverages both before and during dances is essential to insure the enjoyment for everyone. A single drink can severely diminish the response time required to execute the intricate moves of the dance. Square Dancing in itself has the capability of providing sufficient exhilaration to warrant abstinence from alcohol on dance nights.

Among the unique aspects of this wholesome activity is the attractive attire which is an intrinsic part of the image of the square dance. Accordingly, the wearing of appropriate apparel is as important to the enjoyment of the participants as it is to those watching. Not only should the clothing of the dancers be appealing to the eye, but also functional to the others within the square. This includes the wearing of long-sleeved shirts and ties for the men and full skirts for the ladies.

Adherence to these guidelines should be encouraged from the very early stages of beginners' class. The best means of achieving this is through example by experienced dancers and leaders and by the incorporation of ethics into the educational process during the class.

It is felt that through the reaffirmation of these long recognized rules of conduct, dancers everywhere will be reminded of the importance of courtesy, friendliness and personal hygiene. All of these things are an integral part of the Square Dance activity.

June 1984



SQUARE DANCING CODE OF ETHICS

I. DEFINITION OF ETHICS

Ethics is basically defined as rules or standards for governing the relations between people to benefit all concerned, with mutual respect for the needs and wants of all parties involved.

The essence of ethical behavior is:

1. To conduct all relations between parties in friendliness, honesty and good faith;
2. To honor fully, in word and in spirit, all agreements, once made; and
3. To confine any critical comment to a reasoned and temperate discussion of actions and practices.

II. DANCER RIGHTS

1. Dancers should realistically evaluate their own dancing abilities and dance within those abilities.
2. Dancers should be aware that some of their dancing habits may be uncomfortable or undesirable to other dancers in the square and should make every effort to avoid such actions.
3. Dancers should treat other members of the club and its visitors and guests with courtesy, friendliness, and helpfulness. They should assist the less experienced dancers.
4. Dancers should enthusiastically take part in the activities of any club which extends to them the benefits and privileges of membership and should accept all the responsibilities of a club member.
5. Dancers should be concerned that the relations of their club with callers, other dancers, and other organizations are conducted in an ethical manner.
6. Dancers should keep within the club any criticism of the conduct of club members, club officers, or a club caller or teacher. Any such criticism should be offered in a constructive manner.
7. Dancers who feel they can no longer accept the rules and practices of the club should resign from the club.
8. Dancers should not wear the badge of a club if they are not members in good standing of the club.



III. ETHICS FOR CLUBS AND CLUB OFFICERS

1. Club officers should have as their primary purpose and concern the welfare of the club and the square dance community as a whole.
2. Club officers should conduct all club business and honor all club contracts in an ethical manner. An honest effort should be made by the club officers to resolve any problems prior to dismissal of a caller or employee of the club.
3. Upon change of club officers, the new officers should be made fully aware of any outstanding club commitments. The new officers should consider themselves and the club to be legally and morally bound to fulfill any official commitments made by the previous officers on behalf of the club.
4. In contractual matters, club officers should assure that all expectations and requirements, such as schedules, fees, expenses, etc., are clearly stated in writing and are understood by all contracting parties prior to signature.
5. Clubs should plan and sponsor beginner classes to promote and perpetuate the square dance activity. Graduating dancers should be accommodated by the club, or the club should provide information regarding dancing opportunities in the area.
6. Clubs should assure that visitors and invited guests are informed of club admission policies, such as attire and admission fees, as well as dance levels.
7. Clubs should discourage "set squares" and cliques, in order to promote the fun and fellowship of square dancing.
8. Clubs should use officially defined dance levels and should conform to the official definitions of the level.





FUN IDEAS

Some ideas to keep dancers interested in the Club *PUT FUN INTO DANCING!*

1. Periodically, the caller can call a special "farewell" or "good night" tip at the end of the evening. A tip that places all the dancers in a circle for a right and left grand and a grand "good evening" to every dancer.
2. Caller calls a dance program of all singing calls - Oldies but Goodies.
3. "Amateur Callers Night" at the club. Must be planned well in advance to provide time for the dancers to learn and practice a singing or patter record. It may turn out as a "Club Appreciation Night," but there are many surprises that occur at an "Amateur Callers Night".
4. Periodically perform special dance routines such as Mini Squares, Progressive Squares, Contra, Rounds, Mixers, Quadrille, Three-cornered Squares, etc.
5. Sponsor a Presidents or Officers Ball or Banquet for special recognition. A callers roast is always fun.
6. Sponsor a banner raid, mystery trip, caravan or visitation.
7. Sponsor a special club dance or festival - barn dance, may pole, backward dance, birthday dance, procrastination dance, or any fun badge dance.
8. Sponsor a special club outdoor activity - picnic, swim, camping trip, game party, sing-a-long, etc.
9. Hold theme dances or parties to celebrate holidays, special events or even make-believe events.
10. Earn fun badges collectively as a club or award fun badges (surprise) at regular club dance or event.



11. Use dance cards, Bingo, and dance games for something different during a regular club dance.
12. Plan and coordinate some caller-instigated gimmicks and surprises.
13. Sponsor fund raising activities for club treasury - garage sale, box supper, white elephant raffle, etc.
14. Provide surprise refreshments, cake, pie, etc., for a member's birthday, anniversary or special occasion.
15. Sponsor an After Party - skits, games, refreshments, involving the whole club.
16. Sponsor short skits during the evening by various groups or club members.
17. Coordinate after dance club activity such as pizza, snacks, ice cream, etc.

KEEP FUN IN YOUR DANCING AND YOU WILL KEEP YOUR DANCERS.





PET PEEVES OF A SQUARE DANCER

1. The fellows who insist upon wearing short-sleeved shirts, leaving the ladies a nice hairy, wet forearm to allemande with.
2. The "Yanker" who practically dislocates your shoulder.
3. The "Holder" who forgets to release your hand when pulling by so you're yanked from front AND rear on a right and left grand.
4. The "B.O." dancers - both men and women - who never heard of soap and water and deodorants.
5. The "Garlic Eaters." Phew! Need I say more?
6. The "High Kicker." Usually a fellow thinking he's quite a guy if he can kick higher than anyone else in the square.
7. The "Twirler" who insists on twirling ladies whether they want to twirl in a right and left grand or not.
8. The "Clown" who keeps putting his hand out when the other couple is doing the working figure. Very cute. Also very confusing.
9. The "Pusher" who aids a gal by pushing her between the shoulder blades. He's a great help (?). I'd like to punch him in the nose.
10. The "Dead Fish" who gives you a limp, lifeless hand to grasp. It's like he's in another world and completely unaware of anyone else in the square with him. Maybe he should be in another world.



***** S A M P L E *****
SQUARE DANCE SURVEY

Dear Square Dancer:

We in the _____ Square Dance Club are vitally concerned with the recent loss of our dancers and feel that the best method of finding the reasons for our losses is by direct communication with our previous dancers.

This survey will assist our club leaders in determining what changes should be made in our organization and operations, what changes should be made to meet the needs of our members and what direction our future club planning activities should take.

SQUARE DANCING means fun and fellowship, and to keep it that way leaders in the square dance activity must be aware of the pulse and desires of our member dancers. This survey is therefore very important to the future of our club and the effectiveness of our club leadership.

The survey will take only a few minutes for you to complete, and will be extremely valuable after analysis to determine the club's short and long range planning efforts. Please complete the form and return it in the enclosed self-addressed stamped envelope within the next five (5) days.

If you have any questions about the survey or the survey form, please contact any of the following:

| | | |
|-------------------|-------------------|-------------------|
| XXXX XXXXXXXXXXXX | XXXX XXXXXXXXXXXX | XXXX XXXXXXXXXXXX |
| {office} | {office} | (office) |
| (address) | (address) | (address) |
| {phone and email} | {phone and email} | (phone and email) |

Please be very frank and straight-forward in your response and any additional information you would like to add would be appreciated. The survey form will be reviewed by our club officers and will be held in strict confidence. You do not have to sign your survey form, as we are only interested in the identification of our club problems so that we may plan appropriate solutions. Without your honest response, the survey is worthless. Your response will help us improve our club.

Thank you so very much for participating and we welcome you back into our "Improved club" at any time! We miss you!

HAPPY DANCING!

Survey Form Attached _____

Club President
(address)
{phone and email}



***** S A M P L E *****
SQUARE DANCE SURVEY

(Please respond within five (5) days after receipt of survey)

This survey is used to identify problems in our Square Dance Club so that corrective action or changes may be made to resolve our club problems. We need your help, so be as candid and open as possible in your responses. You need not sign the survey form, but you may sign the form if you think that you would like to be contacted for further information. We are depending on you to respond, that is the only way we can help improve our club.

SURVEY:

How long were you a member of the club? _____ Months
Did you take lessons with our club? _____ YES _____ NO
How long did you dance after you completed lessons? _____ Months
Are you currently dancing with another club? _____ YES _____ NO
How many nights do you dance each month? _____

Why did you leave the club? (Check as appropriate).

- Change in work schedule or location
- Change in family status (birth, death, divorce, etc.)
- Relocation to different area or location
- Financial problems
- Physical or mental health
- Age
- Reallocation of time to other family activities
- No longer a fun activity
- Too many new or complicated calls
- Can't dance at club level
- Can't dance at festival/other club's level
- Dance level is too low
- Dance level is too high
- Pressured to dance at higher levels
- Unfriendly reception by club members
- Dislike club caller
- Dislike club officers
- Felt abandoned or ignored by club members
- Burned out - too much dancing
- Petty feuds, power struggles in club
- Assigned too much responsibility without any experience
- Placed in office too soon
- Not prepared (trained) for club membership
- Dance facility not adequate



- Distance - too far to travel
- Dance night not convenient
- No enthusiasm at club
- Nobody missed me when I was absent
- Was not asked to assist in club activities
- No communication between officers/members/caller
- Did not feel wanted by the club/members
- No social activities by club
- Club size too large or too small
- Square dancing was too expensive
- Club dances too frequent
- Club does not dance often enough
- Poor club functions and activities
- Bored - not enough variety in dance program and activities
- Rough, improper styling
- Rushed and unable to keep up
- Other Reasons:

| |
|---|
| * |
| * |
| * |
| * |
| |

Any other comments that you think would be of benefit to our club leaders:

| |
|---|
| * |
| * |
| * |
| * |
| |

Thanks for your input! Come dance with us!!

Please return the completed Survey Form within five (5) days to:

XXXXXXXXX XXXXXXXXXXXXX
(address)
(phone and email)



***** S A M P L E *****

CLUB CHECKLIST

This checklist was developed for leaders and dancers to assess the effectiveness of their club operations. You may enjoy scoring your own club against this list and comparing your score with the rating given at the end of the list. Club leaders may also like to request their members to complete the checklist and return it so as to provide a pulse of their own club operations.

INSTRUCTIONS

If you feel your club accomplished an item very well, two (2) points are to be given. If the result of an item is "so-so," only one (1) point is credited. Zero (0) points are given if your club is missing the boat. If an item on the list does not apply to your club, add two (2) points to the final score for each non-applicable item.

1. Dance facility is open and completely set up approximately 30 minutes prior to the start of the dance.
2. Caller is hired/available for each dance and made aware of club activities, needs and dance level for the night.
3. Appropriate introduction and appreciations offered at the dance for the caller, cuer and guests.
4. Club banner and a current attractive bulletin board are set up before the dance.
5. Club officers (host/hostess) greet club members and guests at the door as they arrive. Club officers bid farewell as members and visitors leave.
6. Club officers set an example of the "ideal square dance leader" as to dress, promptness, enthusiasm and knowledge of the square dance community activities.
7. The club leaves the dance hall in as good or better condition than it was found.
8. Special efforts of individual club members are recognized.
9. Special dance dates and club activities are announced at every dance. Club members are attentive to announcements.
10. Club members dance with caller's law and with as many guests as possible.
11. Club members are encouraged or instructed to fill squares promptly. Squares are filled promptly.
12. Club members make special effort to dance with new members.
13. Club plans, activities and functions involve all club members.
14. Club activities and functions are made to be fun and not work.
15. Club notifies Area and State Organizations of change in dance schedules, dance locations, callers, officers, etc.



16. Club articles, publicity and dance information are submitted to local news media and Area, State and National dance publications periodically.
17. The Club Constitution, By-Laws and Policies are issued to all new club members. Updated documents are distributed to all members.
18. Club officers publicize the Area and State Association functions and activities and keep club members educated of their services.
19. Club is incorporated, insured and covered by BMI/ASCAP Licenses.
20. Club actively supports the Area and State Organizations, their festivals, conventions and activities.
21. Members wear club and association badges for identification and to indicate support and loyalty to their organizations.
22. Club Historian appointed to compile pictures, rosters, clippings and other articles that would be of interest to club members now and in the future.
23. Club Delegate(s) attends every Area Association Meeting.
24. Open club meeting held at least once or twice a year.
25. Elections are conducted by nominations, preparation of a slate of officers, followed by club vote at a later date.
26. Minutes are made of each club meeting and parliamentary procedures are followed.
27. Contracts or Agreements are executed for the hiring of club caller/cuer or any guest caller/cuer for specials.
28. Club Membership Roster is prepared and distributed to club/class members, Area and State Organizations.
29. All club members are made aware of any policy or procedure change well in advance of implementation. Secrecy and cliques are avoided in all club activities.
30. New officers and potential officers are scheduled for leadership seminars or given other means for their education.
31. Club financial records are audited yearly or before new officers or treasurer takes office.
32. Club Board and Special Meetings are scheduled and conducted in accordance with the club By-Laws.
33. All club members provide support to class lessons each year.
34. New students are taught about the total square dance activity during their class lessons to include: club history; club operations; area, state, national, international organizations; national dance conventions; dance publications; officer duties and responsibilities; club member duties and responsibilities; etc.
35. Square dance handbooks, information sheets, handouts, data, publications and other documents are distributed to class members during their lessons.
36. Offer, acceptance and confirmation of dance dates, locations, etc. are made in writing with a guest caller/cuer prior to the dance date.



37. At least two club members' names and phone numbers are provided as points of contact when a guest caller/cuer is hired.
38. Different people are appointed to special committees. The work load is shared among all the club members.
39. A club calendar is developed covering club activities 12 months in advance. Copies are distributed to the club members and maintained current.
40. Club does not schedule Specials that conflict with Specials of other local clubs.
41. Require two signatures on all checks issued from the club treasury.
42. A special club party or activity is sponsored each month or quarter as required to maintain high morale and promote fun and fellowship.
43. Visitations are periodically scheduled to visit other clubs on their regular dance night.
44. The club supports local Teen Clubs, Senior Clubs or Handicapped Groups.
45. Club supports local nursing home, charity, and community or service organizations.
46. Club promotes and supports the established National Square Dance Month.
47. Club members set proper examples as to proper square dance attire, promptness, enthusiasm, knowledge of square dance community activities, etc.
48. Club caller/cuer sets proper example as to dress, promptness, enthusiasm, dance program, professionalism, etc.
49. Good relationships are maintained between the caller, cuer, leaders and club members.
50. Club members are eager to volunteer for tasks and to serve as club officers or association officers.

TOTAL your points. If your Total Points are:

100-85 -- you are dancing in Utopia with your eyes closed.

84-69 -- you have a very good club, tries to keep up the good work.

68-52 -- you have a middle-of-the-road club; try to make it better.

51-40 -- start doing something about your weak points.

39-0 -- your problems are greater than the pleasure; GET HELP!



ARE YOU REALLY AN ANGEL?

By Paula Heiny
Denver Callers Association

As class time rolls around club members are often called upon to serve as "Angels," helping out in many ways at beginner classes. If you're going to be an "Angel" here are a few thoughts to consider:

- Do you push and pull or yell at students distracting and irritating them; or do you silently hold out a hand, point to the correct spot, or sometimes even let them goof? (We can learn from mistakes too.)
- Do you repeat the caller's calls and instructions, distracting or confusing the students and causing them to miss part of the next call or instruction; or do you remain silent, letting the caller do the calling and the teaching? (Isn't that his job!!)
- Do you avoid dancing with the slow learners because you know you'll spend most of the time broken down; or do you purposely dance with them to give them support and help build their confidence as well as their skill?
- Do you enthusiastically fill squares, dance with, meet and get to know the class members; or do you just come to sit and get the latest club gossip?



Angels can be beneficial to and a positive part of a class; or they can be detrimental to and a negative influence on one. As you "Angel" at classes, ask yourself from time to time -- "Am I REALLY an Angel?"

FROM: *Denver Square and Round Dance Council Bulletin*



NOTES FOR YOUR RETENTION PLAN:



FRIENDS

When I am very old and gray,
I'll still remember that great day,
When just to please my loving spouse,
We went with friends to a stranger's house.

We didn't know what we would find,
But the folks we met were good and kind,
They said come in, have a seat,
There are folks in here you'll want to meet.

We walked with them across the yard,
My heart was pounding very hard,
And here and now I must confess,
I did not walk with eagerness;
Cause just ahead and not too far,
Was the building built to house their car.
We entered through an open door,
And stood upon our first dance floor.

Then they introduced us to a man
Who smiled and firmly shook our hand.
They told us he would be the one
Who would help us all have lots of fun.

They surely told the truth all right,
We really had a ball that night.
So on and on the story goes,
And where it stops God only knows.

We've met a lot of folks since then,
We've made friendships that will never end.
Of all the treasures man can possess
There's one worth more than all the rest.
Friends are worth much more than gold,
Because they can't be bought or sold.





SQUARE DANCERS PLEDGE

"With all my ability I will do my best to help keep square dancing the enjoyable, wholesome, friendly and inspiring activity I know it to be. This I pledge in the sincere desire that it may grow naturally and unexploited in the coming years and be available to all those who seek the opportunity for friendship, fun and harmony -- through square dancing."

