

## **Bring Square Dancing to the Public**

**By**

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The American Callers' Association in its attempt to be of service to all callers, dancers, and square dance associations provided current, timely, and effective information on new dancer recruitment from 2000 to 2017. ACA really appreciates the positive comments, encouragement to continue, and contributions from dancers, square dance association and callers all over the country and from abroad to continue these initiatives. ACA 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.

Our 'VIEWPOINT' this month predicates its base on clubs who would like to offer square dance lessons for new dancers but were unable to attract new dancers. There is only one theme for this idea: **"Place Your Club into the Public Arena"** The commitment from the club members and caller is to use the entire October through December months to get the club dancing in public even if regularly scheduled club dances are cancelled to get the club into the public. ACA contends that if clubs can get out in front of the public.

Here are a few suggestions. Remember we need club commitment which can have a positive effect on your recruiting efforts.

1. Create a New Dancer focused club and stick with it all of the fall of 2017.
2. Partner with other groups like the Shiners Parades and Elks.

3. Contact Churches in the area and offer to have a fun night in their facility.
4. Contact Colleges and Universities and offer to sponsor a fun night dance on their campuses. Note: Junior Colleges are often very accommodating.
5. Contact Home School organizations and offer to sponsor a fun night dance at a location of their choice.
6. Contact Rodeo associations in your areas and offer to have a fun time at the rodeo.
7. Contact Horse Association and Horse Fairs to offer to have a fun time at their activity.
8. Contact health organizations and hospitals to sponsor a fun activity in their locations.
9. Contact shopping malls and offer to work with them to offer fun activities.
10. Schedule fun nights and prepare paper club badges in plastic badge holders.
11. Contact radio and television stations and ask for their marketing assistance.
12. Spend the entire fall season getting out in front of the public.
13. Reverse the idea that Square Dancing is the best kept secret in out of the limelight.

Here are some rules.

1. Use the **entire fall season** to work this focus on meeting the public.
2. You will get turned down but do not stop.
3. Ask for referrals from every organization contacted regardless of their result.
4. Keep your focus on meeting the public as the primary event and factor in your club.

5. Have a table to display posters and provide information on square dancing.

Any individual, club, caller, or association who wishes to communicate his/her opinions on this subject is encouraged to contact the Mac Letson / American Callers' Association at [Loulet@aol.com](mailto:Loulet@aol.com) or Dr. Patrick Demerath at [pdemerath@gmail.com](mailto:pdemerath@gmail.com). Please visit our website and newsletters @American Callers.com/news.

If you send your ideas, we will publish them for you and credit the author/ club.

Until next time, happy dancing.