

# Marketing Square Dancing

**Primary Goal** – To introduce and give more people the opportunity to experience the joys of square dancing and the social fun that surrounds it

**Secondary Goal** – To introduce your club and all of its members to the friends, family, neighbors, co-workers, and other acquaintances of the members, and enjoy a meal, good company, social interaction, and fun along with dancing

**Goal # Three** – To give those that so desire an opportunity to join a class and learn to square dance at some future time

## Having A Dance Party

1. Seriously develop a list called, “Friends of Your Club” and actively keep it up to date
2. Schedule at least two to four Dance Parties a year
3. They can be events that your club already schedules (i.e., Holiday Party, Club Picnic etc.)
4. A Dance Party can also be a fund raising event (Cause Marketing)
5. Dance Parties can have a theme with decorations for “atmosphere”
6. Print invitations and send them to everyone one the “List”
7. Have invitations available for all of your members to pass out
8. Arrange to have food
9. Have your club members dress like your guests to blend in and be more a part of the group
10. Have all guests sign in, provide their name, address, phone number, email info and have BIG name tags for everyone
11. Play a mixing game or two that allows people to get to know others
12. Encourage your members to actively introduce people they know to others
13. Welcome everyone as if they were guest in your home
14. Organize raffles, “split the pot”, silent or regular auctions if having a fund raising event
15. Have music playing in the background
16. No need to have your club give a demonstration or have their own tips
17. Start dancing with a Big Circle and keep all dancing very simple
18. Play a wide variety of music promoting the diverse music in square dancing
19. Make sure your club members actively bid farewell and thank the guests for attending
20. The entire event is about **HAVING FUN !**

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