

How Clubs Become Successful and Grow

- 1) Club leaders make their decisions based on what's best for the club
- 2) Club leaders work together as on cohesive group and openly communicate
- 3) Club leaders create an atmosphere of enthusiasm and fun at meetings and events
- 4) Club leaders abide by and enthusiastically support the decisions of the majority
- 5) Each event is a party and fun is the primary goal
- 6) Assigned club leaders arrive early enough to decorate and/or set things up
- 7) Host couples or dancers are always assigned to greet members and guests
- 8) Every club member treats each guest as if they were a guest in their own home
- 9) Food is always served or available
- 10) Host couples, individuals, club leaders, and club members make a point to be on hand to thank all guests and visitors
- 11) Monthly Club newsletters are distributed and as many club member names and stories are included as possible.
- 12) Every club officer finds their replacement before the half way point in their own term of office ends and also becomes a mentor
- 13) Membership officers consistently make contact with members who have missed recent events
- 14) As many visitations or alternative events are planned as club dances
- 15) Club supports at least one social cause a year
- 16) All club members attempt to dance with guests at least half of the tips
- 17) Apathy, negativity, and interpersonal conflicts do not exist in successful clubs
- 18) New dancer promotion and events occur all year long
- 19) Membership officers keep an never ending list of potential new dancers
- 20) New dancers are treated like royalty because they are
- 21) New dancers are included in as many club events as possible
- 22) New dancer classes are held every year
- 23) At least one class party is held each month or around each holiday
- 24) Each dance event has a theme with food and decorations
- 25) All dance events are publicized in club newsletters, local papers, dance publications, club websites, on flyers, and during announcements
- 26) Occasional open after parties are held after dance events
- 27) New ideas for themes, events, and promotions are always considered
- 28) Everyone's ideas and opinions are considered and respected
- 29) Challenges are meet with solutions
- 30) Fun, friendship, fellowship, and "exercise" are always part of each event

By Mike Seastrom & Hunter Keller – 58th Colorado State Square Dance Festival