



**2008/2009 SURVEY AND EVALUATION  
OF RECRUITMENT METHODS  
USED BY CLUBS**

The survey was multi-purpose - to show how the funds we had been given were used; to evaluate the methods used; to find out the most successful method/s and to share that knowledge with clubs. 30 forms were sent out. 15 clubs, 13 of which had received lottery funding, completed and returned their forms and we thank them for their hard work in this and in recruiting, which we all know is hard work and costly.

273 new dancers were recruited by these 15 clubs with the totals for each club ranging from 42 – 0. After 6 months 134 dancers remained, some 50% of those starting. Based on this figure, it was calculated that for a class to be viable and dancing at least a square each week, it needs to recruit 20 new dancers at least. 5 clubs achieved this with 24 – 42 dancers, 5 clubs recruited 16 – 19 dancers and 5 groups 0 – 12 dancers.

**The 5 most successful recruiting clubs used the following methods:**

(All totals have been averaged)

**Details of methods of recruitment:**

- Amount spent on Newspaper Advertising:- £200
- Number of Posters distributed:- 50
- Number of Flyers distributed:- 400
- Amount spent on Posters & Flyers:- £30

**Number of new dancers recruited (with source shown):**

- Total Recruited Via Papers Posters/Flyers:- 19
- Dancers Recruited by other methods\*:- 11
- Recruited by Square Dancing Friends:- 2
  
- **TOTAL NUMBER OF NEW DANCERS RECRUITED:- 32**

\* “other methods” includes hoedowns and open evenings but it is not clear how many people attending these type of events actually joined a class.

All 5 successful Clubs submitted regular articles to their local press and 4 used their Club's website. 4 appeared on local radio (none were on TV) and 2 had photographic displays in their local Library. The majority had a group of dancers who took responsibility for Club recruitment.

There are always exceptions to the rule. Of the 5 successful Clubs one spent only £10 on advertising but recruited 29 dancers whilst the biggest spender of the 15 respondents spent £582 produced 2080 flyers, but recruited no dancers. Why was that? Are there other factors involved? What is the size and make-up of the target group and their self image? Are all the potential dancers already square dancing? Is the venue in the right place i.e. central to a large group likely to try square dancing? Is it welcoming? How distinctive and eye-catching were the advertisements and flyers? Etc.

In the main most dancers came where most work had been done and most money outlaid. Our advice to clubs is to use as many methods of publicising as possible. Always evaluate your own publicity and refine it accordingly. Apply for a grant to help with costs – local councils may help. See also p22 in LSD for September 2009. Use a contact land-line telephone number local to the class on your advertising and include your website and that of the BAASDC [www.uksquaredancing.com](http://www.uksquaredancing.com)

For any evaluation to give a reasonable picture, it needs to be repeated over several years and we plan to do this with clubs that are currently recruiting.

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Compiled by Susie Kelly and Paul Bristow

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