



## **WAGGONERS - A DIARY OF A SUCCESSFUL RECRUITING CLUB**

**March** - We set up a proper Recruitment sub-committee with a chairman, a secretary and a treasurer. A timetable was drawn up and a budget was agreed with the Club committee (we had some idea of costs from a previous years). We designed and printed handbills taking care to use a local phone number and include the web address. We emphasised that Square Dancing is fun and a healthy exercise, all for two or three pounds an evening.

**June** - At the local fete the club gave a display with three squares dancing – later four squares when locals joined in. We felt it created a positive and friendly image.

**July** – The club held an Open Evening. We asked all the members to bring a friend – getting club members involved in recruitment is very important. On the last night of club before the summer holidays we asked members to take posters to display in shops etc.

**August** was **advertising** month!! A display was featured in our local Tourist Office window and adverts placed in eight parish magazines plus our local U3A newsletter. We contacted secondary school Parent Teacher Associations. Web sites for our club, [www.ukssquaredancing.com](http://www.ukssquaredancing.com) and others carried our advert.

**September** - we placed adverts in our local newspapers, expensive at £200 for small adverts in two newspapers for two weeks but worthwhile. We also had a stall at a local Horticultural show.

**The First Night** – direction signs were put up and as new dancers arrived two committee members were there to greet them at the door. This was repeated for the first few weeks and we always made sure newcomers were included in the chat over the coffee break. We were pleased we had made the effort, 22 new dancers came through the door!

*Look out for our next article on retaining new dancers.*

**MORE NEWS FROM RPM:  
ANNOUNCING...  
SEPTEMBER 2010 "THE BIG PUSH"**

(...see the two-page centre-fold advertisement elsewhere in the magazine)

The RPM Committee are very pleased to announce that – with the approval and support of both associations – our efforts for this year will be directed at “THE BIG PUSH”, an attempt to raise awareness of Square Dancing in the UK to the point where September 2010 will be the most successful season for bringing in the largest possible number of new Square Dancers. The two items shown below are just the first steps in this venture; the large centre-fold advertisement in the centre pages lists some (but not all) of our ideas. Your ideas are invited and your support is essential. Next month we will be providing some more information, so think of this as just a “taster”!

**YOU COULD BE A WINNER!**

**RPM GRAND CASH DRAW**

**TICKETS £1 EACH**

**PRIZES: 1<sup>st</sup> £200 2<sup>nd</sup> £100 3<sup>rd</sup> £50**

All profits towards the recruitment of new dancers

**TICKETS ARE WITH YOUR CLUB CONTACT NOW**

**RPM PHOTOGRAPHIC COMPETITION**

**PRIZES FOR THE BEST PHOTOS OF SQUARE DANCING**

FREE ENTRY – OPEN TO ALL

PRIZES: 1<sup>st</sup> £100 2<sup>nd</sup> £50 3<sup>rd</sup> £25

**FULL DETAILS ARE WITH YOUR CLUB CONTACT &**

**ON THE WEBSITE [www.uksquaredancing.com](http://www.uksquaredancing.com)**

**SEPTEMBER 2010**

RPM



recruit promote maintain

# The **BIG** push!

*SEPTEMBER 2010 WILL BE...*

## **UK SQUARE DANCING MONTH**

**Good health, Fun & Friendship Set to Music**

**CLUBS ALL OVER THE UK RECRUITING BEGINNERS IN UNISON**

Register your Club's interest at: [RPM@224.eclipse.co.uk](mailto:RPM@224.eclipse.co.uk)

- NATIONAL & LOCAL ADVERTISING •
- ARTICLES IN NATIONAL & LOCAL PRESS •
- MEDIA PRESENTATIONS •
- EXTENSIVE WEB SITE COVERAGE •
- BARN DANCES - OPEN NIGHTS •

**ALL CLUBS INVITED TO PARTICIPATE**

IDEAS FOR MARKETING & FUNDING YOUR CAMPAIGN  
ON RPM PAGES OF: [www.uksquaredancing.com](http://www.uksquaredancing.com)

**UK SQUARE DANCING MONTH 2010**