



Alliance of Round, Traditional and Square-Dance



A 5 YEAR PLAN

- Get acceptance from the clubs/dancers
- Choose a new logo/symbol/trademark and a slogan
- Develop a marketing plan
- Establish a benchmark of where we are now
- Define a goal and a means to monitor progress
- Set up an ongoing procedure/organization to continue the marketing and monitoring
- If done effectively and continuously, the effort will reach a critical mass and will become self-sustaining



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RE-IMAGING SQUARE DANCING





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Get acceptance from the clubs/dancers

- Get professional help (psychologist or coach)
- Agree on a description of a plan
- Contact clubs about the plan
- Listen to what they say

OVERVIEW

- ARTS has agreed to support an effort to re-image square dancing by creating a new logo, a new slogan and changing the public perception of the image of square dancing.
- A plan has been accepted.
- A company will be selected to interview people and develop a few logos and slogans.
- People will be contacted for acceptance.



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Choose a new logo/symbol/trademark and a slogan

- Get professional help (psychologist or coach)
 - With interviews, design a few possibilities
 - Include the British Columbia & CALLERLAB logos
 - Include a few logos that are in use
- Get comments from selected audience (at NSDC)
- Decide on a new brand (logo & slogan) at ARTS meeting in Little Rock
- Trademark the logo & slogan



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Develop a marketing plan

- Get professional help
- Decide how to market
 - Inexpensive – Convince clubs to use the logo, slogan & material
 - Medium – Sponsor some advertising in selected regions
 - Expensive – Sponsor some national advertising
 - Need to find funding sources
 - » Dancers and clubs
 - » ARTS member organizations
 - » Corporate sponsorship (decide to allow or not allow advertising)
- Hire a marketing company



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MORE

- Set up an ongoing procedure/organization to continue the marketing and monitoring.
- If done effectively and continuously, the effort will reach a critical mass and will become self-sustaining.



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Establish a benchmark of where we are now

- USDA has dancer and club counts from dues and insurance information
- NEC has web hit counts
- *Where's the Dance* has club, location & contact information



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Re-Imaging Company

- Spur
- Hanna Design



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Define a goal and a means to monitor progress

- Stopping the decline is a good goal
- Increasing the numbers is a better goal
- 18 months to start significant marketing effort
- 60 months to meet goals



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How Can USDA Help?

- We can contact the Presidents of the USDA Affiliates to get their acceptance.
- We can use the Insurance statistics for baseline and monitoring.
- USDA has agreed to support the ARTS "Re-Imaging" project.



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Re-Imaging Ideas

- Huntsman World Senior Games – great video: <http://www.youtube.com/watch?v=Ev3Nyrei7XO>
- Use Ning or Mind Mixer – Social Networks
Build your community, like www.inspirelittleton.com
- Use SurveyMonkey – survey technique via e-mail
www.surveymonkey.com
- 164 Ways to Find and Retain New Dancers



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What Can CALLERLAB Do?

- CALLERLAB can reach the callers.
- Callers can communicate directly with the clubs.
- Many of the callers are excellent speakers who can help present the program. Let's find one.
- Callers can promote the new logo and slogan.
- Cal Campbell has agreed to make a video of this presentation at CALLERLAB.



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More Ideas

- Present the Plan at CALLERLAB - Done
- Present the Plan at 63rd NSDC
- Develop a website to maintain all information
- Request all square dance websites link to this site
- Form relationship with health-related organization like the Heart Association or Arthritis or...
- Develop Facebook and Twitter accounts
- Provide ongoing support of 5-year plan



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CAN WE COUNT ON YOU?



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And More

- Steve Jobs asked his engineers to make a cell phone without an antenna. "Can't be done." But it was done and changed the world.
- When electric lights destroyed the candle industry, Yankee Candle prospered by creating a need for their innovative candles.
- We want a charismatic, action-oriented leader who is inspiring and innovative.
- Can we create a "Need" for square dancing?
- Can we combine clubs with better halls?



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ANY QUESTIONS?

THANK YOU FOR YOUR ATTENDANCE