

Re-Imaging Square Dance – A 5 Year Plan

1. Get acceptance from the clubs/dancers
 - a. Get professional help (psychologist or coach)
 - b. Agree on a description of a plan
 - c. Contact clubs about the plan
 - d. Listen to what they say
2. Choose a new logo/symbol/trademark and a slogan
 - a. Get professional help
 - i. With interviews, design a few possibilities
 - ii. Include the BC & CALLERLAB logos
 - iii. Include a few logos that are in use
 - b. Get comments from selected audience (at NSDC)
 - c. Decide on a new brand (logo & slogan) at ARTS meeting
 - d. Trademark the logo & slogan
3. Develop a marketing plan
 - a. Get professional help
 - b. Decide how to market
 - i. Inexpensive – Convince the clubs to use the logo, slogan & material
 - ii. Medium – Sponsor some advertising in selected regions
 - iii. Expensive – Sponsor some national advertising
 1. Need to find funding sources
 - a. Dancers and clubs
 - b. ARTS member organizations
 - c. Corporate sponsorship
 - i. Decide to allow or not allow advertising
 - iv. Hire a marketing company
 - c. Develop or find eye catching Web site home pages
 - d. Write or find templates for lesson fliers
 - e. Are we “square dance” or “team dance” or something else?
 - f. Utilize social media
 - g. Develop an on-line storage location for all documents
 - i. Request all interested Web sites to link to this site.
 1. All ARTS member Web sites
 2. All USDA Affiliate Web sites
 - h. Develop 10 & 30 second radio spots
 - i. Develop 10 & 30 second TV spots
 - j. Professionally create some videos for YouTube, Web sites, etc.
 - i. CALLERLAB considered creating some videos
4. Establish a benchmark of where we are now
 - a. USDA has dancer & club counts from dues and insurance info
 - b. NEC has web hit counts
5. Define a goal and a means to monitor progress
 - a. Stopping the decline is a good goal
 - b. Increasing the numbers is a better goal
 - c. 18 months to start significant marketing effort
 - d. 60 months to meet goals
6. Set up an ongoing procedure/organization to continue the marketing and monitoring.
7. If done effectively and continuously, the effort will reach a critical mass and will become self-sustaining.