



# ARTS – Dance Recruiting Plan

**Approved October 16, 2005  
(Rev A – October 23, 2005)**

This Plan was developed by the  
CALLERLAB RPM Ad-Hoc Committee  
(March 2005)

Tom Rudebock - Chairman

Mike Hogan - Facilitator

It has been presented to The ARTS for use  
in Marketing The ARTS Dance Forms  
“Square Dancing” as used in this plan is used  
To identify any and all the dance forms represented  
By The ARTS

Committee Members:

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This Plan was approved by  
The ARTS Governing Board

It is available to dance Clubs, Associations,  
Federations, or any other organization.

This plan may be modified for  
use by any dance organization for  
Marketing and Promoting the dance forms  
represented by The ARTS

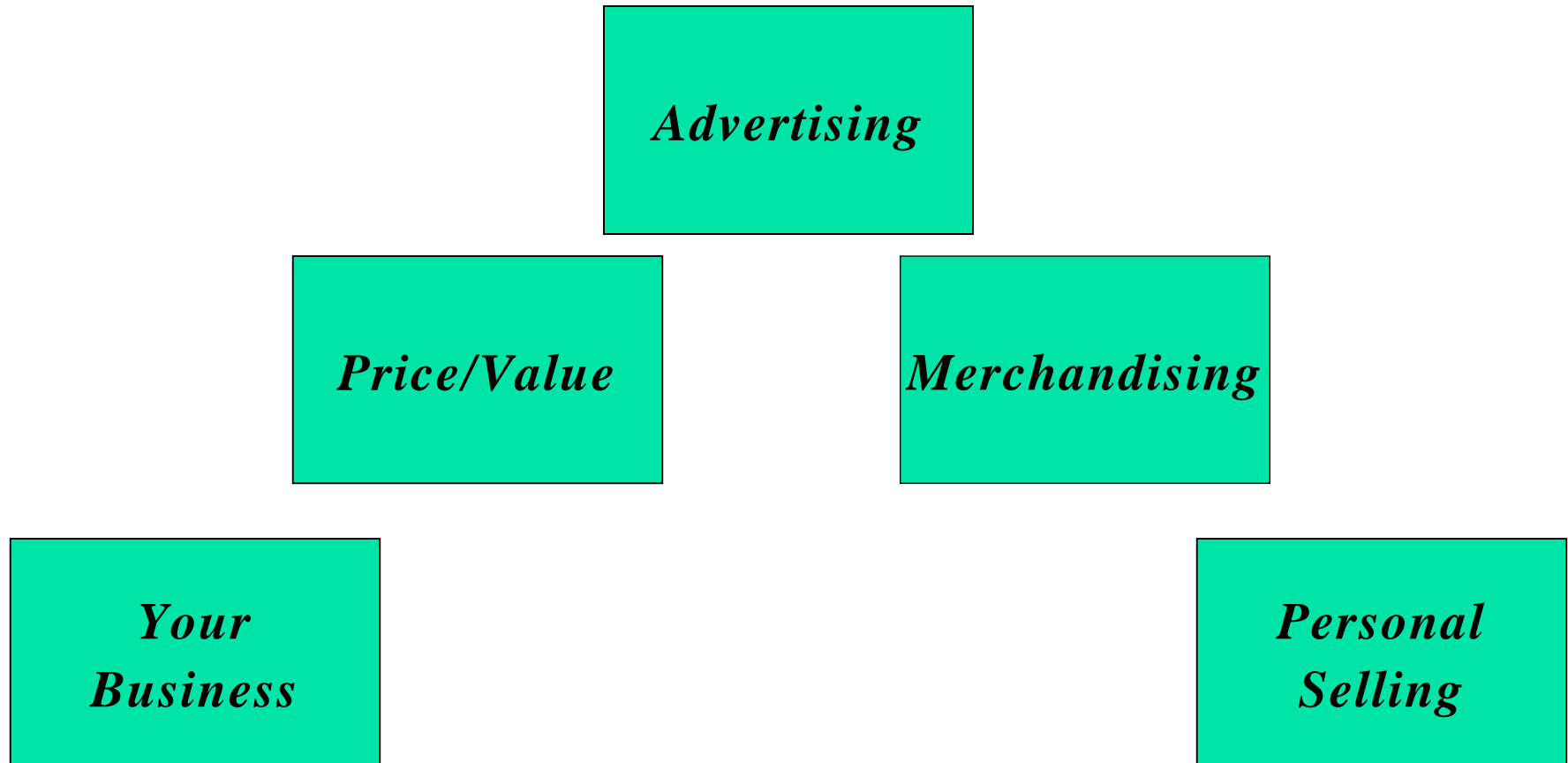
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Copies of this plan are available  
Through The ARTS:  
[www.ARTS-Dance.org](http://www.ARTS-Dance.org)

**Task:**

**Develop a "Marketing Plan" for use by callers and/or local Federations**

# The Marketing Bridge



# The Marketing Bridge

*Your  
Business*

- What is Your Business?
- Do you provide a service the public wants?
- Is it a quality product?
- What do your potential customers think of your business?

# The Marketing Bridge

*Price/Value*

- Is your price right for the value received?
- Is your price competitive?
- Can you make a profit?

# The Marketing Bridge



*Advertising*

- How do you advertise?
- Do you use the proper medium?
- Is your advertising consistent and timely?
- Are you doing enough advertising?
- Do you have a plan that you follow?
- Has your advertising generated results for you?



# The Marketing Bridge

*Merchandising*

- Are your customers attracted by your dance location?
- Is your dance location clean and well lit?
- Does your location look like a fun place to be?

# The Marketing Bridge

## *Personal Selling*

- Do your associates have good product knowledge?
- Are they helpful?
- Are they cheerful and sincere?
- Can your associates explain the benefits your product offers?
- Do your associates ask for the sale?

# The Marketing Strategy:

1. Target Description
2. Benefits Sought by Target
3. Competition
4. Marketing Challenges
5. Position Statement - Overall Strategy
6. Tactics

# Target Description:

Seven committee members responded to specific questions about who our target should be for this project. The committee agreed on the following target description:

## Target

50-59 year old males and females, married and single, with children that have recently left home. They are middle class with household income from \$50,000-\$75,000 per year.

# Benefits Sought by Target:

Seven committee members responded to specific questions about the benefits square dancing offers. Those benefits are:

- Leadership Opportunities
- Make new friends/Socialize/Fellowship/Find a Partner
- Travel Opportunities
- Affordable
- Camping Opportunities
- Have Fun/Laughter/Joy of Success
- Learn Something New/New Challenge
- Clean Environment
- Family Activity
- Physical Health Benefits
- Mental Health Benefits
- Music
- Ability to Dance all Over the World
- Easy to Learn
- New Activity to do with Partner

# Benefits Sought by Target:

Eight committee members ranked the benefits listed in terms of the most important to least important to the target. The top five benefits desired in order are:

## Benefits Sought

1. Fun/Laughter/Joy of Success
2. Make New Friends/Socialize/Fellowship/Find a Partner
3. Physical Health Benefits
4. New Activity to do with Partner
5. Mental Health Benefits

# Competition:

## Competitive Analysis: 3-strong, 2-neutral, 1-weak

Activity	Fun	Social	Physical	Partner	Mental
Square Dancing	3	3	3	3	3
Movies/Theater	3	2	1	3	2
Cards/Games	3	3	1	3	3
Health Club	1	1	3	2	1
Television	2	1	1	1	2
Casino's	3	2	1	2	2
Bar/NightClub	3	3	1	3	1
Internet	3	1	1	1	3
Travel	3	2	1	3	1

**Conclusion:** Square Dancing is the only entertainment choice that offers all five benefits sought by the target customer!

## Marketing Challenges

Marketing challenges are the needs a business has that can be addressed through marketing, expressed as a question. The five marketing challenges were determined to be:

## Marketing Challenges

"In what ways might we convince non dancers to associate fun, fellowship, physical and mental health with square dancing?"

"In what ways might we introduce square dancing as a new activity for couples who have more time available because their children have grown up and moved out?"



## Marketing Challenges

"In what ways might we correct the public's perception about square dancing so that the inaccurate negative images of square dancing are replaced with accurate and positive images?"

"In what ways might we make it obvious that square dancing is alive and well in the community?"

"In what ways might we make it easier for the community to get involved with square dancing?"

# Position Statement - Overall Strategy

Based on the responses from committee members the following position was created:

## **Position Statement**

Today's square/round/traditional dancing is a fun activity, set to modern music that offers great social interaction while providing both physical and mental health benefits

# The Marketing Bridge

***OUR  
Business***

Before we can begin talking about tactics, we need to know more about the current state of our business in terms of public perception and awareness.

- What is Your Business?
- Do you provide a service the public wants?
- Is it a quality product?
- What do your potential customers think of your business?

Research:



## Image

"Square dancing has an image problem in the general public, particularly among those in the targeted empty nester Baby Boomer age group. This target population sees square dancing as out of date, country oriented, for hicks and hillbillies, using old-fashioned music and patronized by senior citizens in fluffy dresses with big hair, big belts and RV's. Most people say they are familiar with square dancing, but their familiarity is with traditional square dancing, not with modern western square dancing. As a result, their image of square dancing is strongly influenced by the traditional square dancing and does not reflect the realities of modern western dance."

Research:



**Awareness**

"Modern western square dancing does not have a high profile, even in cities where there is an active dance community. Non-dancers in these cities do not know about the dance activity in their city, nor would they know how to get in touch with a program if they wanted to. Few had seen any notices about dance classes, or knew where it was done. Several claimed that square dancing was a rural activity – not done in an urban environment where people have many alternatives for entertainment. As a result, people who might be enticed into square dancing have no idea how to get involved."

# **BRANDING (Re-Branding)**

Our brand is what the public perceives square dancing to be, not what we believe it to be! We need to create a new brand for the activity.

Branding, especially re-branding takes time. It is accomplished by consistently delivering the correct message to the public. Non-dancers who have a negative perception about the activity have no desire to participate. We have to change their desire to stay away from the activity to a desire to get involved.

# Tactics

Tactics are what we do. They must support our position statement, and solve our marketing challenges.

## Recommendations:

- New Logo
- New Slogan
- National Web Site
- Intrusive Media
  - Radio
  - Cable
- Semi-intrusive Media
  - Billboard
- Merchandise Strategy
- Documentary Programs
- Print Material
- DVD Presentations
- Tools for Educators
- Direct Contact Sales
- Public Exhibitions
- Call to Action Marketing
  - Newspaper
  - Radio
  - Broadcast TV
  - Cable
  - Flyer/Poster/Bulletins

Tactic:



**Logo**

Recommendation:

Do not ever again use a logo of a dance couple. The square dance dress in the mind of the consumer represents traditional folk dance and is a direct association with the old image of square dancing. In addition, many non-dancers have expressed resistance to following the current dress code. Using the old logo indicates the requirement to dress in that fashion.



Tactic:



**Logo**

Develop a new logo along with new artwork to be used in all print material and video material locally and nationwide. The logo should be easily recognized and unique. The artwork should be complementary to the logo and should be modern in look. The new logo should have a color scheme but easily show up when printed in black and white. The logo needs to replace the square dance couple logo and become the modern symbol that is automatically associated with square dancing by non-dancers.

Tactic:

**Slogan**

Develop a slogan that is used in all print and audio marketing. It should encompass the strategy of our campaign, be easy to remember, and be used so much that it becomes automatically associate with square dancing by non-dancers.

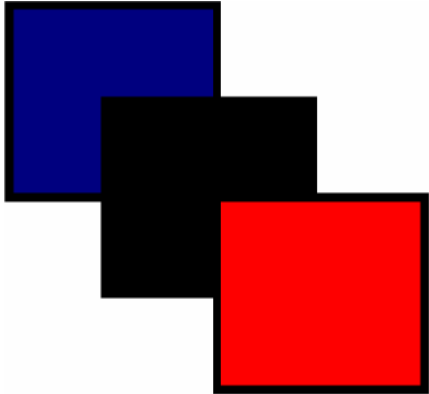
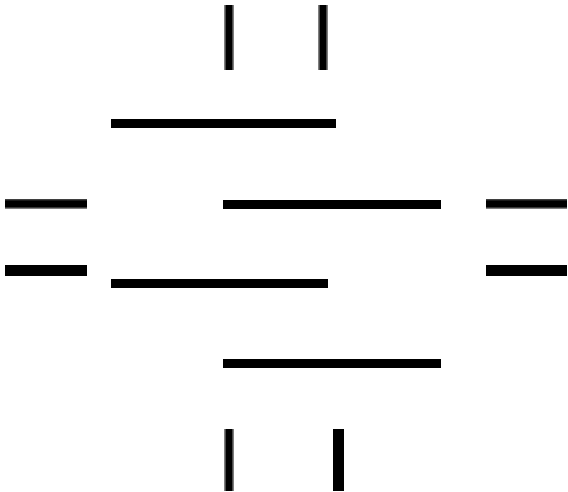
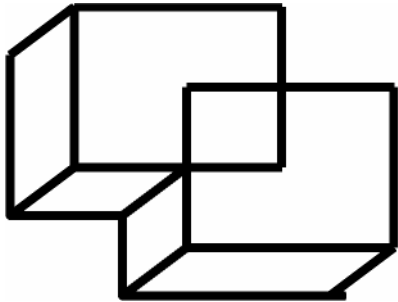
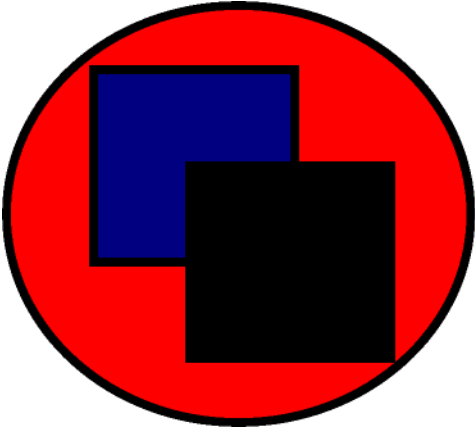
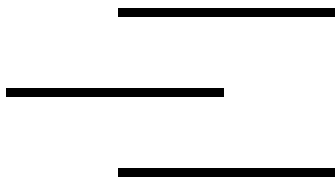
Tactic:

**Web Site**

Develop a national web site that is promoted as an information resource in all marketing efforts. The web site needs to be first and foremost a selling tool for square dancing that non-dancers will turn to in order to find out more about the activity. The web site has to be promoted so non-dancers go to it.

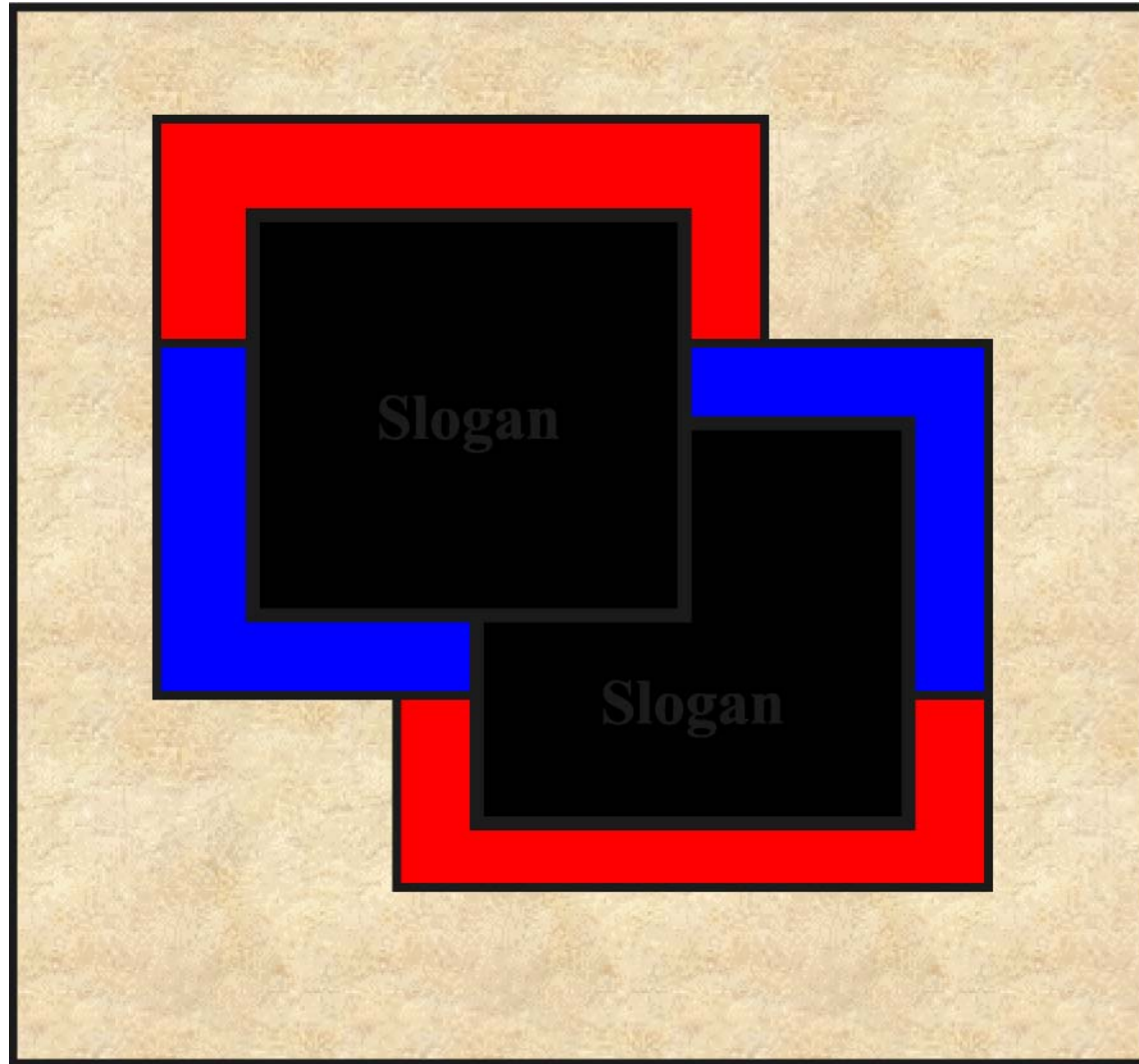
Tactic:

# Logo Suggestions



Tactic:

# Logo Suggestions



Tactic:

## Slogan Suggestions

Add Quality to Your Life  
Learn to Square Dance

Square Dancing  
Adds Quality to Your Life  
Mind, Body and Soul

Modern Square Dancing  
A New American  
Tradition

Modern Square Dancing  
Is Good for the  
Mind, Body and Soul

Square Dancing  
An American Tradition  
Re-Born

Modern Square Dancing  
Healthy Social Entertainment  
At It's Best

Modern Square Dancing  
Adds Quality to Your Life

Square Dancing  
Builds Healthy Relationships

Square Dancing  
Friendship Set to Music

Tactic:

## Web Site Address Suggestions

[www.SquareDanceAMERICA.org](http://www.SquareDanceAMERICA.org)

[www.SquareDanceKENTUCKY.org](http://www.SquareDanceKENTUCKY.org)

[www.SquareDanceNEBRASKA.org](http://www.SquareDanceNEBRASKA.org)

[www.SquareDanceLOUISVILLE.org](http://www.SquareDanceLOUISVILLE.org)

[www.SquareDanceOMAHA.org](http://www.SquareDanceOMAHA.org)

[www.SquareDanceCANADA.org](http://www.SquareDanceCANADA.org)

[www.SquareDanceGERMANY.org](http://www.SquareDanceGERMANY.org)

Tactic:

# Web Site Layout Suggestion

www. Square **Dance** AMERICA. org

## Home Page

Lots of photos and stories plus menu

Square Dancing is  
Friendship Set To Music

Friendship Stories

Couple Stories

Single Stories

Wedding Stories

Lots of Articles, Photos, Testimonials and Endorsements

Square Dancing is Good For You

Physical Health

Mental Stories

Stress Reduction

Lots of Articles, Photos, Testimonials and Endorsements



Tactic:

# Web Site Layout Suggestion

www. Square Dance [AMERICA.org](http://AMERICA.org)

## Home Page

Lots of photos and stories plus menu

Who Square Dances

Dress Code

Today's Square Dance Music

Singing Calls

Patter

Classic Rock Cuts

Contemporary Cuts

Oldie's Cuts

Contemporary Cuts

Current Cuts

Current Country Cuts

Classic Country Cuts

Musical Show Cuts

Classic Cuts

Tactic:

# Web Site Layout Suggestion

[www.SquareDanceAMERICA.org](http://www.SquareDanceAMERICA.org)

## Home Page

Lots of photos and stories plus menu

Learn How to Square Dance

Beginner Dances

Instruction Formats

Classes in Your Area

State

City

Class Information

Contact Information

Schedule an Exhibition

State

City

Contact Information

Tactic:

# Web Site Layout Suggestion

www.**Square**Dance**AMERICA**.org

## Home Page

Lots of photos and stories plus menu

Schedule a Beginner Dance

State

City

Contact Information

Find a Club In Your Area

State

City

Club Information

Find a Caller In Your Area

State

City

Caller Information

Tactic:

## **Intrusive Media Radio**

Use well targeted stations

Run consecutive weekly schedules that reach the audience three times each week for as many weeks as possible.

The message should be tailored to fit the stations format.

Ask for promotional opportunities.

Ask for Public Service Announcements and bonus commercials base on our non-profit status.

Ask for interviews or to be featured in specific programming

Tactic:

## **Intrusive Media Cable Television**

Use well targeted channels or programs

Run schedules that reach the audience three times each week for as many weeks as possible.

The message should be tailored to fit the station/programs format.

Ask for promotional opportunities.

Ask for Public Service Announcements and bonus commercials base on our non-profit status.

Ask for access to their public access channel

Tactic:

## **Semi-Intrusive Media Billboard**

Use photo's

Use logo, slogan and web site address

Purchase placement in areas rich with middle and upper middle age homeowners.

Ask for bonus boards or discounts based on our non-profit status.

Rotate locations on a semi-monthly basis

Tactic:

## **Merchandise**

Create and sell merchandise to the dancers and callers that carry the slogan, logo and web site address. Encourage dancers and callers to purchase polo shirts, t-shirts, sweatshirts, hats, and dress shirts that bear the logo and then wear them as frequently as possible. Bumper stickers, license plate frames, and window stickers should be on every car. Mugs, candy jars, and candles should be available for use in the home, office or as gifts. Every dancer should purchase and put up a yard sign.

Tactic:

**Documentary**

Develop a half hour documentary, or a series of half hour shows on square dancing that can air on public access channels. These should be customized with local contact information and encourage viewers to visit the national web site.



Tactic:

**Print  
Material**

Develop print material such as posters and pamphlets that explains modern square dancing and the benefits it offers. These can be distributed to interested non-dancers in a variety of ways. They should also include the logo, slogan and web site.

Banners should be produced to be hung anytime square dancing takes place in the public: fairs, street dances, mall dances, exhibitions, beginner dances, classes, and in booths.

Tactic:

**DVD  
Presentation**

Develop a presentation on square dancing that is similar to the documentary that explains modern square dancing and the benefits it offers. It can also cover items like history, music changes, travel opportunities and so on. This would be a selling tool that can be given to interested non-dancers or shown to potential sponsors.

Tactic:

## **Tools for Educators**

Develop training material and instructions to be used by teachers in public and private schools to introduce students to square dancing.

A separate marketing effort will need to take place to get this material accepted and used in the school systems.

Tactic:

## **News Release Campaign**

Develop a regular newsletter/news release campaign for your local market. News releases should be sent to the editors at your local newspapers and television stations for events such as the start of beginner classes, a special club dance, club activities in support of a charity, festivals, conventions, start of the regular dance season, and so on.

Tactic:

**Direct Contact  
Sales**

Contact all entities that are centered around physical exercise, extended learning, senior health, or recreation services to get square dancing included in their activities or curriculum.

Examples include local community colleges, city recreation departments, game and parks departments, community centers.

Tactic:

**Direct Contact  
Sales**

Contact local organization to find out what opportunities there are to do exhibitions and beginner dances. The list of organizations that may have an interest in this is endless.

Tactic:

**Public  
Exhibitions**

Pursue as many public dance exhibitions as possible. Examples include dances at malls, street dances, exhibitions at home shows, and floats in parades.

Tactic:

## **Call to Action Newspaper**

Create display ads with beginner dance information

Use logo, slogan, web site address

Include local contact information

Ask for advanced reservations

Place ads in local news and entertainment sections

Contact editors about including an article



Tactic:

**Call to Action  
Radio & Cable**

Create ads with beginner dance information

Place ads one week prior to start of lessons

Run a high frequency schedule

Include local contact information and web site address

Tactic:

## **Call to Action Broadcast TV**

Create ads with beginner dance information

Place ads one week prior to start of lessons in specific programs

Include local contact information and web site address

Inquire with editors about interviews or news articles

Take advantage of non profit status

Tactic:

**Call to Action**  
**Flyers/Posters/Bulletins**

Create flyers and posters to have displayed. Include information, logo, slogan, web site, and contact.

Contact media outlets about public notice billboards to place then beginner dance information on.

## Other Recommendations

Offer multiple starting dates for beginner classes

Increase tuition

Decorate

## **Calendar**

**In 2005:**

Create and agree on a new logo to be used nation wide

Create and agree on a new slogan to be used nation wide

Create national web site

Create print material that can be customized for local regions

Create “how to” instructions for local dance leaders

# Calendar

In 2005:

Create education material for educators

Raise funds for marketing

Create documentaries

Create and sell merchandise

Create DVD presentations

# Calendar

2006/2007:

## Activity

J F M A M J J A S O N D J F M A M J J A S O N D

Merchandise



Intrusive Media



Semi-Intrusive Media



Documentary



Exhibitions and  
Beginner Dances



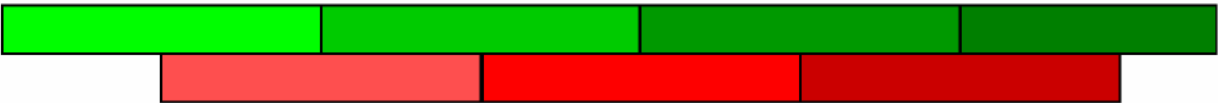
Interviews and  
Articles



Call To Action



New Dancer Classes



# Funding The Plan

- Add-A-Buck - Add \$1 for each dancer at each dance
  - Add \$5 or \$10 per couple to festivals, weekends and conventions.
- Give 5
  - Callers give 5% of their gross back to marketing
  - Clubs give 5% of their gross back to marketing
- Profit Share
  - Federation, Association and State sponsored events contribute 50% of the net profits of their events
- Benefit Dance - Quarterly dances to raise funds
- Tuition
  - Callers volunteer to teach for free with 100% profit going back to marketing
- Foundation Partners - Monthly contributions from dancers/callers
- Beginner Events/Exhibitions - fees/contributions going to marketing
- Public Raffles - dancers sell raffles for large prizes to non dancers



## Funding The Plan

## Estimated Revenue for Omaha

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Add-A-Buck -	\$3,712
Give 5 -	\$1,008 - Callers
-	\$1,340 - Clubs
Profit Share -	\$1,000
Benefit Dance -	\$2,000
Tuition -	\$1,000
Foundation Partners -	\$4,800
Beginner Events/Exhibitions -	\$2,000
Public Raffles -	\$4,000
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Annual Marketing Funds	\$20.860

## Summary

## Position Statement

Today's square/round/traditional dancing is a fun activity, set to modern music that offers great social interaction while providing both physical and mental health benefits

Through a variety of marketing tactics we can change the perceptions non-dancer have about square dancing and create a new brand for the activity. This will change square dancing from an undesired to a desired activity, and result in larger beginner classes!

**Let's Get Started!**