



# The ARTS

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## **The Alliance of Round, Traditional and Square-Dance Message – History - Goals**

Rev C (Approved – 09-11-2023)



# The ARTS

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## **Governing Board Member Organizations**

All Join Hands Foundation, Ltd.

International Association of Gay Square Dance Clubs (IAGSDC)

National Executive Committee of the National Square Dance Convention® (NEC)

National Square Dance Campers Association (NSDCA)

The International Association of Round Dance Teachers (ROUNDALAB)

The International Association of Square Dance Callers (CALLERLAB)

The International Association of Contra Dance Leaders (CONTRALAB)

United Square Dancers of America (USDA)

USA West Square Dance Convention® Policy Board (USAWest)



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## Current ARTS Officers 2022-2023



Chair **Erin Byars**

[chairman@arts-dance.org](mailto:chairman@arts-dance.org)

Vice Chair **Barbara Connelly**

[vicechairman@arts-dance.org](mailto:vicechairman@arts-dance.org)

Secretary **Jim & Judy Taylor**

[secretary@arts-dance.org](mailto:secretary@arts-dance.org)

Treasurer **Edythe Weber**

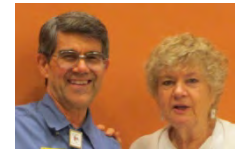
[treasurer@arts-dance.org](mailto:treasurer@arts-dance.org)

ARTS Executive  
Director.

**Jerry (& Del) Reed**



[executivedirector@arts-dance.org](mailto:executivedirector@arts-dance.org)





# The ARTS

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*The Alliance of Round, Traditional and Square-Dance, Inc. (ARTS-Dance)* is a cohesive group of nine national square dance organizations representing all facets of our dance activities.

Leaders for each of these groups have come together to generate public awareness and promote the growth and acceptance of contemporary square, round and traditional folk dance.



# The ARTS

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The **ARTS** has been established as a 501(c)(3) corporation which is tax-exempt and non-profit. It is recognized for its educational benefits, and has participated in several workshops at both local and state levels, as well as conducting seminars at both National Square Dance Conventions® and USAWest Conventions®. One of The **ARTS** goals is to gather the leadership and resources needed for an achievable marketing plan.



# The ARTS

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## Current Programs And Projects



## EMAIL Tree



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- ◆ The key to communication is to keep everyone informed on what is happening in the dance activity.
- ◆ The email tree is established without a large list which could be hard to maintain. This procedure means no one gives their email address to someone they don't know.
- ◆ The **ARTS** has put together a network of representatives from each state/region who forward information from the **ARTS** to their local contacts.



# The ARTS

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## ARTS Recruiting Plan

- ◆ CALLERLAB has developed a comprehensive Recruiting Plan which provides a detailed, systematic process to attract the desired demographic of active participants.
- ◆ It is available to all dance organizations under the **ARTS** umbrella.
- ◆ The plan can be modified to fit the needs of the organization.
- ◆ Copies of the plan are available through the **ARTS** website – [www.arts-dance.org](http://www.arts-dance.org)







# The ARTS

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## Re-Imaging Project

The adaptation of this logo (provided by The British Columbia Square & Round Dance Federation) and the addition of the slogan “Live Lively – Square Dance” has grown into a major accomplishment of the **ARTS!**

The logo and slogan – or slogo – has become very popular!

The project leaders have created a wide variety of promotion and publicity items, all of which have been made available throughout the dance community.





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## Education Grant Program

Funded by the **ARTS**, this program encourages various dance organizations to conduct educational seminars. While any topic can be covered in the seminar, you must also cover who and what **ARTS** is, including its purposes, goals and accomplishments.



### *Who is eligible?*

Any square, round, contra, clogging or folk dance organization willing to present a program which includes explaining **ARTS** and its function in the dance community.

Terms are available on our website: [www.arts-dance.org](http://www.arts-dance.org)



# The ARTS

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## Contra Dance 101

CONTRALAB developed this instructional package which can be used by teachers, scout leaders, recreation departments, church groups, and anyone else interested in holding their own introductory contra dance program.



A \$500 grant from the **ARTS** funded this program to enable anyone to teach contra and enhance the image of multiple forms of historical dance activities. It utilizes CDs which have all the music and instruction needed for a nominal fee. In the future, the **ARTS** plans to add an additional program featuring Round Dancing.



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## Dance Fact Sheet

The **ARTS** has produced an information background sheet on square, round, contra and traditional dances. It is also the perfect handout to media outlets during interviews.

- ◆ Features a timeline showing critical dates in dance history
- ◆ Shows how dance can promote healthy lifestyles by boosting cardiovascular fitness, boosting body and brain, burning calories, strengthening bones, and creating healthy social interaction.
- ◆ Available on the **ARTS** website: [www.arts-dance.org](http://www.arts-dance.org)



# The ARTS

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## Newsletter

Full of current, relative, information, the **ARTS** newsletter is published after each annual **ARTS** meeting. These meetings are held at the conclusion of the National Square Dance Convention®.

The **ARTS** newsletter is distributed electronically and is available from the **ARTS** website:  
[www.arts-dance.org](http://www.arts-dance.org)





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## Surveys

Understanding what the public thinks about our dance activity is incredibly helpful when planning an advertising campaign. Demographic surveys have been done at two National Square Dance Conventions® and several festivals across the country

You can help by being sure to fill out a survey each time you are asked, even if you have filled one out on a previous occasion. Each participant is part of the demographic for that event. Let your opinions be counted!

Survey results are available on the **ARTS** website:  
[www.arts-dance.org](http://www.arts-dance.org)



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## Facebook Primer

Facebook is recognized as one of the most popular forms of social media, and an excellent avenue of communication. Reportedly, there are over 1.3 billion users.



Facebook Primer provides valuable guidance and information on using Facebook as an effective tool.

The primer is available on the **ARTS** website:  
[www.arts-dance.org](http://www.arts-dance.org)



# The ARTS

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## “Add a Buck” Plan

The ARTS “Add a Buck” plan are both ways to help support the ARTS in their efforts to create effective advertising and publicity tools which are always made available to anyone within our dance community.

- ◆ “Add a Buck” ask you to collect an additional amount in admission, then forwarding the contribution to the ARTS.







# The ARTS

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## Travel website



In cooperation with YTB Travel, the **ARTS** embarked on an innovative program that will help us raise substantial funds.

This website – [www.arts-dancetravel.org](http://www.arts-dancetravel.org) has been customized to help dancers, their friends and families, save money on travel while turning their vacations into donations.

You can purchase travel, airline tickets, hotels, rental cars and cruises. You will receive the same low rates as many other travel sites, and still generate funds for the **ARTS**.



# The ARTS

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You2CanDance (Y2CD) is a great way to show potential dancers how much fun our activity can be!

- ◆ There is a video for each dance form with professional voice-overs with a detailed description of each type of dance.
- ◆ Find a caller or cuer, or search for a club or dance.
- ◆ To learn more about using this site as part of a nation-wide marketing plan go to the Y2CD Facebook page, or Visit [www.arts-dance.org](http://www.arts-dance.org). It doesn't cost a thing!



# The ARTS

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## You 2 Can Dance Video Project

- ◆ Three separate “Introduction to...” videos were created for square, round and contra dance respectively, with professional scriptwriting, voice over, shooting, editing and encoding.
- ◆ Videos are a mix of recordings and motion graphics, with a runtime not exceeding two minutes.
- ◆ The **ARTS** has reproduced CDs/DVDs, which are available to dance organizations.



# The ARTS

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## How to use Y2CD

- ◆ Make it your homepage! Every time you log in the “hit” to Y2CD moves it up in the queue when someone searches for dancing.
- ◆ Add a link to Y2CD on your own website.
- ◆ Callers, cuers and clubs – make sure you are listed! And include your email address.
- ◆ Advertise Y2CD everywhere! It's a no-pressure way to get people to check us out.



# The ARTS

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## How to use Y2CD continued

- ◆ Put Y2CD's website address in your car window.
- ◆ Have business cards printed with the website name, then leave them everywhere you can think of!
- ◆ Have a banner made to hang at your dance location, or take with you when you do demos.
- ◆ Add Y2CD to all your recruiting flyers or ads.



# The ARTS

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## Please donate to ARTS-Dance

ARTS-Dance, Inc. is registered with the US Internal Revenue Service as a 501(c)(3) tax-exempt corporation. Donations are deductible to those who itemize their deductions on US federal and state income tax returns (to the extent provided by law). If you reside somewhere other than the US, please consult a tax professional.

### Ways to donate

- ◆ Make a cash donation
- ◆ Join the \$100 Club
- ◆ Become an **ARTS** member (\$25 per person/per year)
- ◆ Add \$1 to the admission fee for dances, festivals or weekends
- ◆ Hold an **ARTS** benefit dance
- ◆ Add a standard codicil to your last will and testament bequeathing funds to ARTS-Dance



# The ARTS

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## More ways to donate

- ◆ Make a donation of stock. If you have a stock that has appreciated in value, a stock donation can have very attractive tax consequences. You can deduct the full, current value from your taxes and you do not have to pay taxes on the gain. Contact us for the information you will need to transfer your shares.
- ◆ Many employers have “matching gift programs” that will match charitable donations of both cash and stock. Some will match gifts of retirees or employee spouses. They may even offer double or triple matches! Some do not have formal programs in place, but will still match donations.