

INTRODUCTION

The CALLERLAB Board of Governors and the Recruit, Promote, and Retain (RPM) Committee have implemented a plan whereby the RPM Committee collects "Winning Ways" success reports from the square dance activity. These reports come from club, associations, dancers, callers, and others. The RPM Committee would like to hear your recruiting success reports, no matter how great or small. The purpose is two fold;

- 1) To share successful ideas that other callers, clubs, and federations can adopt and/or adapt to assist in their recruiting; and
- 2) To recognize clubs, associations, and federations which have been successful and are growing. This is NOT a contest. Everyone is a winner. As more dancers are recruited, we will all have more people to call to and dance with.

We have found that a positive attitude is very helpful in our efforts to recruit new dancers. Some time ago a major metropolitan newspaper, reporting on a "fair demo," said the dancers "tried to make it look like fun" and in an interview one dancer talked about how much time it took to learn and all the steps they had to learn, but now it was fun. If you are uncertain as to how to approach people and answer questions, Mike Seastrom has some positive ideas in the September 2002 issue of American Square Dance Magazine in the CALLERLAB Viewpoints article.

Now, tell us about your recruiting ideas which have worked for you. How many new dancers have you gained? Do you use multi-cycle programs? What has contributed to their success? Does your club offer free nights, free lesson give aways, recognition to club members for their recruiting efforts? Do they use flyers, business cards? Do they use newspaper, radio advertising? There are many clubs, callers, and federations that are having great success. Do you have any other information you believe to would be helpful to others? Include your name and/or club with an address, phone number and an email address for additional follow-up.

In past years a "Promo Pac" with success reports and recruiting ideas has been available. The RPM Committee is looking at ways to continue this project and expand on ways of making it available.

You may send these reports to the CALLERLAB Home Office, 467 Forrest Avenue, Suite 118, Cocoa, FL 32922, E-mail - CALLERLAB@aol.com OR Tom Rudebock, 4551 Grafton Road, Leetonia, OH 44431, or email rudebts@Sky-Access.com. Your "WINNING WAYS" success reports will be distributed printed in *DIRECTION* and other media including the Internet.