

Something From Nothing

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*1. Establishing new clubs is essential to the growth of square dancing.
The same principles may also apply to re-establishing a club that is ready to die.*

2. Minimum requirements – it seems so simple

Caller

Hall

Dancers

3. Halls To Dance In: Availability and cost

Schools

Churches

Fraternal/Service organizations

Community/Recreation Centers

Military Bases

Commercial Facilities

Hall selection has to be completed before publicity starts.

4. Publicity – Publicity – Publicity

Check prior Callerlab sessions – many have talked about recruiting

Fliers

Location

Multiple Designs

Signage

Media

Newsprint

Radio

5. Sponsorship – getting help

Local Recreation Department

YMCA or other service organization

Military recreation department

6. Teaching - Deciding destination program