

## Success Story #4

## Duke City Singles and Doubles Albuquerque, NM

What did they do?

In 202 the club was very close to folding due to lack of members so new club leadership took responsibility to develop a growth strategy

Actions:

- 2013 – created flyers and posters and distributed in public places
  - Result: 10 students from Duke City, and 8 from Crazy 8's (coop)
  - Generated 11 new members
- 2014 – created flyers and business cards, mailed to churches and posted in public places, purchased a Spingo Solutions promotion.
  - Result: 27 students
  - Generated 16 new members
- 2015 – created 2750 post cards and 40 posters and held a radio remote broadcast in conjunction with first lesson.
  - Result: 35 students
  - Generated 18 new members
- 2016 – created and distributed 3,000 postcards and 50 posters, purchased 6 week radio commercial schedules on a classic country and a Catholic radio stations, purchased a two week facebook campaign, 1 month Spingo promotion, 1 month “prime time” ad (digital display).
  - Result: 52 students
  - Generated 36 new members

Comments from Lin Miller: *No magic formula. The club has a nice website that we direct dancer to for more information. Usually start about three months out from lessons. Feel that we should have started earlier. Every year we do demos and pass out cards at the State Fair two weeks before our class begins. Leaving postcard sized cards in businesses was a success. Classic country radio was a success. Catholic radio was not. Club wants to get younger members so our policy is 17 and under get lessons free with a paying adult for lessons. Also, if the parent joins the club, kids join for free.*

**Results:** From nearly folding to 88 current members!