Grow Ops for Your Club

Presented By: Tom & Jo Kahnert, Presidents

Swinging Duos Square & Round Dance Club, Strathroy, ON
A Little Bit About Tom & Jo

• Met at Western University; married for 46+ years; have 4 sons and 7 grandchildren

• Lived in Saudi Arabia, Toronto, Burlington, Hanover, London (3 times) and now Ilderton, ON

• About 5 years ago, we ‘brainstormed’ (again!) about things we could do as a couple
  • Usual ideas = bowling (again!), curling; church group ..... 

• Then the **WELL KEPT SECRET** of Square Dancing ‘found us’!!
**Before Joining Club ...... We Had Questions**

- **How much does it cost?**
- **Personal commitment to the Club?**
- **Where is the dance location?**
- **How often do we attend and which night?**
- **Do we have to wear anything ‘funny’?**
Secret Plan of Tom’s

- I knew that Jo wanted me to ‘try this new adventure’
- So, I figured that I would score points for attending
- However …… what I did not mention to Jo was - I planned to “pull the chute” after three nights!!
- I assumed that I could say - “Babe, at least I tried!!”
What Happened?

- We had so much fun!!
- Laughed a lot!!
- Met other couples who were also new to square dancing.
- Realized that we had **no stress** during a square dancing evening!
- We just **HAD TO KEEP COMING BACK!!**
Change Happens ...
in any Square Dance Club

- Costs increase
- Health related issues occur
- Age creeps upward
- Callers retire
- Status quo ideas to attract new Members ... fail
- Clubs ‘fold’
GOAL:

INCREASE MEMBERSHIP

= CLUB THRIVES!
People Make Things Happen ...  

And the Fun Continues !!
OUR PRESENTATION TODAY ...

- Designed to encourage you to think of new ideas so YOU TOO CAN GROW YOUR CLUB!!

- Use GROWTH OPPORTUNITIES for your unique market area.

- First step ..... form a Committee ....
Committee Duties .... may include

- Development Phase / Meeting(s)

- Promotion Phase
  - Distribution of Promotion Items
  - Communications

- Greeting Phase
  - Welcome Desk & Set-Up
  - Cookies, Mints & Water Set-Up
Develop a Marketing Plan .... by

- Brainstorm with Committee Members
- Set ‘incredible’ goals to achieve!
- Outline how you will achieve those goals
- Ensure Committee Members have duties
- Set a separate day/evening/time dedicated to the new dancers’ program
- Talk about low cost marketing items
- Keep your Club Members apprised
Marketing Plan .... Takes Shape

- Think ‘outside the box’ to come up with new ideas

- Use a different program title – “Introduction to Modern Square Dancing”

- Define your target market, themes and messages - which support your goals

- Identify graphics person and printer
Outline a recommendation for the new dancers program, including the length of the program, evening offered and time: e.g. Wednesday evenings, 7:30 pm to 9:00 pm, 12 weeks

Define the main objectives – To increase the number of Members in our Club by the beginning of January, 2019 and to break even on the program.
Marketing Plan – Part 2

- Following negotiations for a location, estimate the total rent + liability insurance which would apply during the program.

- Outline the target market (e.g. couples and singles – 45 years of age and up).

- Define the number of new dancers that you will target and obtain (e.g. 3.5 squares = 28 new dancers)!!
Marketing Plan – Part 3

- Estimate the total fees payable for each new dancer in order to break even.
  
  **NOTE:** Program Fees payable in full on the first or second night and non-refundable

- Communicate / update other Members of your Club to keep them informed about goals, objectives, new dancers total.

- Develop your main theme(s): “WE WANT YOU”; “OUR SECRET IS NOW OUT ... “
Define your promotional items that you plan to use, including:

- **Personal Notes and Calls** to friends, family, etc.
- **Flyers**
- Obtain permission to put up flyers in all public areas including libraries, gyms, chiropractors, doctors, post office bulletin boards, arenas, community centres and numerous other locations
- **Post Cards and Business Cards**
- **Press Releases** – to media (ie. community newspapers) that target the same groups of people
- **Paid Advertising** (be careful with this one)
MARKETING – BUDGET

TOTAL REVENUES = $_______

COSTS:

CHURCH (OR OTHER) HALL
CALLER FEES
PRINTING / GRAPHICS COSTS
NAME TAGS FOR NEW DANCERS
MINTS AND COOKIES
PAID ADVERTISING

TOTAL COSTS = $_______

TOTAL PROFIT (SHORTFALL) = $_______
MARKETING – FLYER GRAPHICS

- Important to have ‘happy people’ in promotion Material

(Purchase needed photos through iStock.com or other photo suppliers)
MARKETING – FLYER GRAPHICS

- Important to show people in casual attire
MarketinG – flyeR examPle

Our secret is now out ……..
Looking for something FUN to do?

Interested in something that allows you to
- Laugh
- Keep fit (easy as walking!)
- Feel good
- Enjoy a great social activity
- Meet new friends
- Relieve stress

WE WANT YOU!!
Introduction to Modern Square Dancing

- NO experience required
- First evening FREE!!
- Under $6/night
- Professional Caller / Instructor
- Casual attire

Tuesday Evenings, 7:30 pm to 9:00 pm
October 17th to December 5th, 2017

St. John the Evangelist Anglican Church Hall
34 Head Street N.
Strathroy, ON (lots of parking)

To pre-register Call: Tom (519)709-8665 or Jo (519)200-2715
Strathroy Swinging Duos • SWOSDA.ca
MARKETING – POST CARD EXAMPLE

- Maintaining the Theme, benefits
- Who to contact

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Strathroy Square Dancing Club - 3W3DAX.ca
MARKETING – BUSINESS CARD & NAME TAG EXAMPLES

• Same Themes

• Name tags are proudly worn every night!!
OBTAIN EXECUTIVE APPROVAL

- Obtain approval to proceed with the Plan
- Communicate with Club Members and outline the objectives
- Invite new dancers to special Club events (e.g. Christmas Dance & Lunch); indicate to all Members that everyone gets up to dance
MARKETING TIP

• CRITICAL:

• Following the promotion start-up with flyers, press releases, etc., it is critical to consistently communicate with all new dancers before, during and after the program.
MARKETING

FOR IMMEDIATE RELEASE

SQUARE DANCING SECRET NOW OUT!

When most people think of 'square dancing', memories of high school or a young people's club usually come to mind. However, square dancing is very much alive and going strong for all ages especially with a local square dance club.

The Strathroy Swinging Duos are holding a special program for beginners only to run for eight consecutive Tuesday evenings starting on October 17th through to December 5th, at the Anglican Church Hall on Head Street. Appropriately entitled “Introduction to Modern Square Dancing”, a Club Committee has designed the program to ensure that the experience for all attendees is geared to simply having fun. By the end of the eight weeks, the Committee knows that the new dancers will want to keep on dancing and plans are in place to make that happen too.

“My husband and I only learned that square dancing was an alternate social event to do about four years ago”, said Jo Kahnert, President. “It took me a short while to convince him that you do not need special clothes and the costs are very reasonable. What he didn’t tell me was he was only going to attend three evenings, then quit. Needless to say, we are both thrilled that we found this ‘well kept secret’ and we totally enjoy the whole square dancing experience and the friendships we’ve gained.”

Targeted towards couples and singles of all ages, the program will have a professional caller to instruct and guide the dancers. Casual attire is encouraged.

Some costs for this program are funded by the Government of the Province of Ontario through the Seniors Community Grant initiative.

While the first evening is free, a small flat fee per person will be requested for the remainder of the course to help offset other costs.

You too will learn the ‘secret of square dancing’!

For further information, call Jo at (519)200-2715.

For Further Information, contact Tom Kahnert (519)709-8665
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For Further Information, contact Tom Kaehner (519)709-8665
Higher DC’s needed: Study

by Dave Ferguson

MIDDLESEX CENTRE - Municipality of Middlesex Centre released a Development Charges (D.C.) Update Study report in early September done by Watson and Associates. The intent of this report is to provide updates to a Development Charges Background Study done previously, with respect to capital cost estimates for fire protection, roads, public works, parks and recreation, administration, water and wastewater services.

Development charges are fees collected from developers at the time of a building permit to help pay for the cost of local community infrastructure. These charges are used to recover capital costs associated with residential and non-residential growth within the municipality. The capital costs are in addition to what costs would normally be constructed as part of a subdivision (i.e. internal roads, sewers, watermains, parks, sidewalks, streetlights, etc.).

This report, yet to be discussed and approved, outlined what sort of developmental changes are needed to cover additional costs with a projected 7,125 increase in the township’s population over the next 20 years.

SEE CHARGES / 13

Kings tie opening game

by Stephanie Eygerton

KOMOKA - The first home game for the highly-anticipated Junior B team in Komoka was a tie game, but a huge win for the former Lambton Shores Predators.

The Komoka Kings Junior B Hockey Team played their first home game at the arena in Komoka on 23 September against the Aam Harris Legionnaires.

The first period of the game had no score. Fast skating, highly-executed plays and the atmosphere of a small-town hockey team were evident right from the start of the first game.

Period two was greeted with the first goal of the evening from Nolan DeGurse of the Legionnaires. Less than 10 minutes after teammate Ethan Dupont scored Sarnia’s second goal, bringing thoughts of a win for
People

Couple, club bringing a classic dance up to modern speed

by Stephanie Rigidin

STRATHROY - Every Monday evening, the Strathroy Seniors Centre is the most active and fun place to be in town. The Strathroy Swingin' Dais are a modern square dance club looking to increase its membership by offering a unique programme for new dancers.

So what is the difference between traditional square dancing and modern square dancing? Presidents of the Strathroy Swingin' Dais, Tom and Jo Kahner, explained that traditional square dancing has a limited number of basic movements and dance figures are called in a set order and repeated. With modern square dancing, the calls are improvised by the caller without the dancers necessarily knowing which calls are next. Traditionally free music was the norm, whereas now the caller uses a computer hooked up to a sound system, making every dance and every evening unique.

Tom and Jo Kahner of Ilderton have been involved in the Strathroy Swingin' Dais for four years now, and have been on the executive of the club for a year. Today, the 20-years-old club attracts 60 to 60 dancers every Monday, and is currently the largest square dance club in Southwestern Ontario.

Tom also took the chance to debunk the common misconceptions about square dancing. “No, you don’t have to wear the traditional square dancing attire, or be a good dancer, spend a lot of money, and that square dancing is only for seniors. It’s for any age and younger people have fun at dance too!”

“I told Jo I had planned on coming to only three evenings and then not continuing anymore. That was four years ago,” said Tom, reflecting upon his own introduction to the activity.

The Kahners also find that square dancing is a great stress reliever, where you literally “dance your worries away!” They mention other benefits of dancing including meeting new people, getting some exercise (some dancers move up to 5 kilometres each evening), and most importantly, having fun.

So to bring new members in for the first time, the Swingin' Dais are offering an 8-week Introduction to Modern Square Dancing programme, with 1.5 hours of dance instruction every Tuesday. This is a unique programme in the province.

The Strathroy Swingin' Dais will be holding their introductory course every Tuesday at 7:30 PM, beginning on 17 October 2017 at the Anglican Church Hall on Main Street south of Shoppers Drug Mart. For more information on this exciting programme, please contact Jo Kahner at 519-330-2171.
Fun and physical

SANTHOME - Get up, get moving, and stay well. The St. Thomas Singing Doves are starting a new Introduction to Modern Square Dance class at St. John the Evangelist Parish on Thursday, September 13th. The class will continue every Thursday until October 25th. For those looking to move something active, why not give this a try?

Higher DC's needed: Study

BRANTFORD, ONTARIO – The City of Brantford released a Development Charges (DC) Update Study report in September. The report is a development of the Development Charges Background Study, done previously, with respect to capital cost estimates for fire protection, roads, public works, parks and recreation, administration, water and wastewater services. Development Charges are fees collected from developers at the time of a building permit to help fund the cost of local community infrastructure. These changes...

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Required Information

- When prospective new dancers call one of the two contacts to pre-register, ensure you collect the following information:
  - Name(s)
  - Telephone Number
  - Email Address(es)
  - How did you find out about the program?

- Send an email to indicate that you are looking forward to meeting them.
EMAIL / NOTE TO NEW DANCERS

We are looking forward to meeting you on Tuesday, October 17th at our first “Introduction to Modern Square Dancing” program which has been specifically designed for new dancers.

To confirm the time, location, etc., here are a few reminders:

Day/Date: Tuesdays, 7:30 PM to 9:00 PM from October 17th up to and including December 5th, 2017.

Location: St. John Anglican Church Hall
Head Street, Strathroy
(Head Street connects Metcalfe with Front Street)

Parking: Plenty of choices: 1) Dentist parking lot at the corner of Head St. and Metcalfe, 2) On the street in front of the church; 3) Any parking area in front of Church Hall accessible by the Driveway to the left of the yellow brick house; 4) Behind the church, accessible by the driveway to the right of the church.

Casual Attire: Wear something that is comfortable for you (ie. jeans, slacks, T-Shirt, light sweater, etc.); when we square dance, you will notice that you warm up fairly quickly.

Shoes: Running shoes, flat sole shoes, anything that is comfortable for you.

Cost/Person: First night free! $40.00/person for the remaining 7 weeks which we will collect on week #2 (Our Club is a non-profit Organization).

Water: While we will have water pitchers, you may wish to bring along your own water bottle.

Contacts: Should you have any questions, please do not hesitate to call Tom or Jo Kahnt at our home number (519)866-2026 or our Celis – (519)-769-8665 or (519)209-2715.

Tom & Jo.
Hi Everyone –

It was great meeting you on Tuesday evening this week! Based on the laughter, the constant big smiles and the symmetry of all of the squares that we noted, everyone has seized the biggest offering of square dancing, which is – ‘having fun’!! We also know that a number of people mentioned to us that they embraced or experienced the many other benefits including exercise, social aspects, concentration, etc.

We are looking forward to seeing you next week – same night, same time!

Also, we will have *printed name badges for you* which you are encouraged to use throughout the next 7 weeks of the programme.

Should you have any questions, please call me at (519)709–8665 or my wife, Jo, at (519)200–2715.

Tom & Jo.
TOTAL = 40 New Dancers

1. Press Releases * = 35 %

2. Club Members – Friends/Acquaintances = 35 %

3. Flyers (Business Cards & Post Cards) = 28 %

4. On-Line = 2 %

* Some in combination with Advertisement
SOME FEEDBACK

- “Wonderful program. You did an amazing job! Caller was great! We especially liked the way that you got information out to everyone (weekly emails, announcements) and kept the enthusiasm going. Nothing to improve upon”.

- “Great idea to offer the program on a separate night. Tom (caller) is excellent, patient and very clear. No negative comments”.

- “I was glad the program added an additional 8 weeks (16 weeks in total). I learned a lot. Tom (caller) made me feel at ease with the calls. The Angels always made you feel ‘welcomed’. No one points out any mistakes. Looking forward to joining the Club and reinforcing the calls each week. Definitely was fun”.

- “We enjoyed it! Well done as we think you did a great job!! We had a great deal of fun!”

- “Liked the start and finishing time (7:30 pm to 9:00 pm) each evening. Each night was not too long (1.5 hours). It was nice to have snacks and drinks available (cookies, water). The Angels were very helpful. Parking was great, no problems. Having the tables behind the chairs was a good idea (allowed us to put water bottles on the table behind our chair).”
SUMMARY

• Have a Marketing Plan
• Aim high!
• Define your key theme (e.g. WE WANT YOU)
• Press Releases with interesting messages
• Talk to everyone about your new program
• Communicate consistently with Club members and new dancers – through emails and weekly announcements
• Enjoy the benefits of growth = FUN!!
OUR CLUB’S ‘NEXT STEPS’

• We are continuing our Introduction to Modern Square Dancing program for Fall 2018 and Winter 2019 (10 weeks & 12 weeks)

• From last year’s promotion efforts alone, we already have 18 interested people

• We will aim high to have 5 squares or more!!
GROWTH OPPORTUNITIES

There is only one way to grow your Club – ATTRACT NEW MEMBERS!

Form a Committee, set each member’s responsibilities, decide on the "incredible goals” and follow a plan.

Let the secret out to everyone – Square Dancing is fun + lots of other benefits!!
SQUARE DANCING IS FUN

- A true story ...........
Club Growth is worth the effort!

- Thank you for allowing us to share our recent experience on growing our Club with you!!