

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'***

People Make Things Happen ...

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**

Marketing Plan – Part 1

- ▶ ***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 ...**”***

Marketing Plan – Part 4

- ▶ ***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

Looking for something FUN to do?

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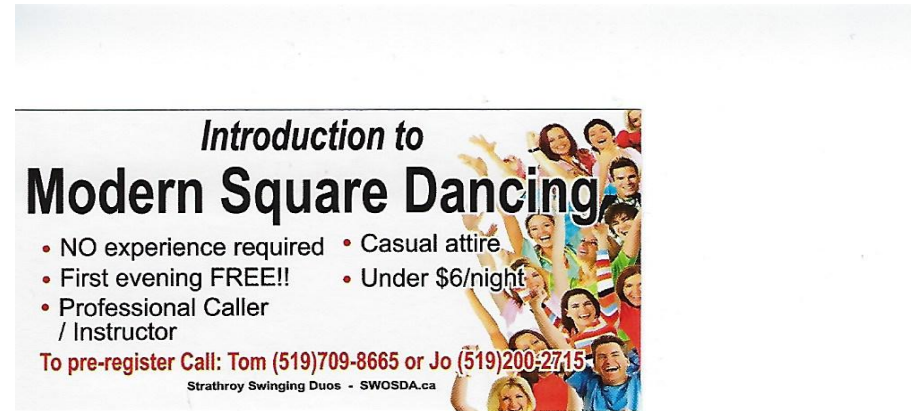
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MARKETING – BUSINESS CARD & NAME TAG EXAMPLES

- Same Themes
- Name tags are proudly worn every night!!



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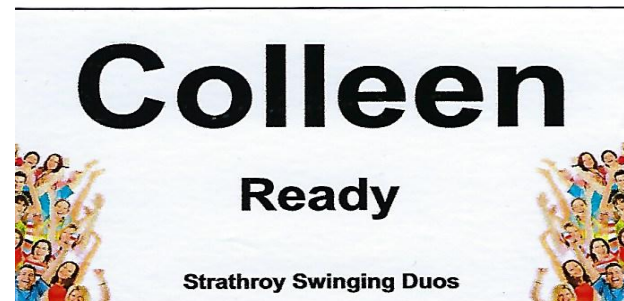
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Strathroy Swinging Duos - SWOSDA.ca



Colleen

Ready

Strathroy Swinging Duos

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



Strathroy Swinging Duos

FOR IMMEDIATE RELEASE

September 20, 2017

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.



Strathroy Swinging Duos

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.

- 30 -

For Further Information, contact Tom Kahnert (519)709-8665

MARKETING

STANDARD GUIDE ADVOCATE, THURSDAY, SEPTEMBER 28, 2017

PAGE THREE

Square Dancing Secret Now Out!

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For Further Information, contact Tom Kahnert (519)709-8665

Looking for something FUN to do?

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To pre-register Call: Jo (519)200-2715

MARKETING

The Middlesex BANNER



4-day forecast

High	26°C	17°C	19°C	16°C
Low	32°C	16°C	19°C	15°C
Wed.	Thu.	Fri.	Sat.	



Focus

Victim Services of Middlesex expands into London

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Opinion

It's time we had a real fair overhaul of taxation

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Sports

TJ Harris on fire for Rockets in Junior B action

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Wednesday, 27 September 2017

"Your Community News Since 1996"
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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, roads, sidewalks, streetlights, etc.).

This report, yet to be discussed and approved, outlined what sort of developmental charges 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 Egelton

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 Preadators.

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

The first period of the game had no scor-

ing goals, but the atmosphere was electric 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 a thought of a win for

Fun and physical



Get up, get moving... and stay alert - The Strathroy Singing Duos are starting a new Intro-

MARKETING

The Middlesex **DANNED**

Wednesday, 27 September 2017 - 15

People

Couple, club bringing a classic dance up to modern speed

by Stephanie Egelton

STRATHROY - Every Monday evening, the Strathroy Seniors Centre is the most active and loud place to be in town. The Strathroy Swinging Duos 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 Swinging Duos, Tom and Jo Kahnert, 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 live 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 Kahnert of Ilderton have been involved in the Strathroy Swinging Duos for four years now, and have been on the executive of the club for a year. Today, the 26-year-old club attracts 50 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!" added Tom, reflecting upon his own introduction to the activity.

The Kahnerts 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 Swinging Duos will be 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 Swinging Duos will be holding their introductory course every Tuesday at 7:30pm, beginning

on 17 October 2017 at the Anglican Church Hall on Head Street south of Shoppers Drug Mart. For more information on this exciting programme, please contact Jo Kahnert at 519-200-2715.

Looking for something FUN to do?

WE WANT YOU!!

Introduction to Modern Square Dancing

- NO experience required
- First evening FREE!!
- Under \$6/night



MARKETING

9/30/2017

The Middlesex Banner

The Middlesex BANNER

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~ Published in Middlesex County, Ontario ~

OUR WEEKLY PRINT EDITIONS ALSO INCLUDE: Features, Photos, Sports, Opinion, Farming, People, Focus, Obituaries

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 • Can/Youth/teen-learn-to-skate in full hockey gear
 • Special Olympics Program
 519-666-2864
 ilderton@skatepeculiar.com
 www.ildertonskating.on.ca



Fun and physical

STRATHROY - Get up, get moving, and stay alert - The Strathroy Singing Duos are starting a new Introduction to Modern Square Dance class at St. John the Evangelist Anglican Church Hall on Tuesdays at 7:30pm, beginning on 17 October. For those wanting something active, why not give this a try?...
...for the rest of this story please purchase our PRINT EDITION at your local newsstand or a print subscription by telephone 519-293-1095.

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 email: mmic@middlessexmutual.on.ca
 www.middlessexmutual.on.ca

Health
 Middlesex-London Health Unit
 Strathroy Office at Stratford Mall
 Open Monday - Friday 9:30 am - 6:30 pm
 Public Health Services Available:
 • Adult Immunization Services
 • Child Immunization Services
 • Family Violence Support
 • Infection Control
 • Injury Prevention
 • Tobacco Use Cessation
 • Workplace Health Promotion
 • Youth Violence Prevention
 • Home Visitation Services
 • Health Promotion Services
 • Health Assessment Services
 • Health Fair Services
 • Health Promotion Services
 • Health Assessment Services
 • Health Fair Services
 • Health Promotion Services
 • Health Assessment Services
 • Health Fair Services

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.*

COMMUNICATION (Initial)

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 Kahnert at our home number (519)666-2026 or our Cells – (519)-709-8665 or (519)200-2715.**

Tom & Jo.

COMMUNICATION ONGOING

- ▶ 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.

HOW NEW DANCERS KNEW ABOUT OUR PROGRAM

▶ ***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!!***

