

This program is now called the Rocky Mountain Recruiting Program.
And now for a follow-up:

MOUNTAINEERS CLASS – FALL 2017

Jan Hormuth

This year, Jim Langdon introduced the Rocky Mountain Recruiting Program to the Mountaineers. Although we had been doing a lot of the pieces of the program, we adopted the entire program. The main emphasis was to set up a committee of 5 couples to divide the work. We also had expectations that the Club Members were to actively pursue new dancers. Our goal was to collect 100 names and end up with 20 new members.

Prospecting

We did no newspaper advertising but did put up signs. There was an article in the Denver Post in March about the benefits of dancing and brain health. We got several inquiries from that article. We did several summer demos at which we did heavy prospecting. Our members submitted several prospects and these were the most successful names. We invited prospects to a free chili dinner and introduction to square dancing kick-off night. Of the 30 prospects who showed up, we have 10 couples and 4 singles (24) who should finish classes by Christmas. This program has a 90% retention rate, and we expect them all to become members.

Classes/Cost/Commitment

We started classes in September and are holding them twice a week in order to finish in three months. We feel there is better retention of calls with a shorter span of time between classes. We offered our classes at \$10/Class/Person. However, they could get a 50% discount if they paid up front. This has resulted in a solid commitment to come to every class. The students who elected to pay on a “by class” basis eventually dropped out.

Angels

We have at least a 50% angel to student ratio at each class. Also, some angels and the instructor, Bill Heiny, come 30 minutes early to offer additional instruction for anyone having difficulty.

Jim Langdon would love to share The Rocky Mountain Recruiting Program with all square dance clubs. Please give him a call (970 485 5217, mntndncr@gmail.com) if you would like to know more about it.