

Postering Tips For Square Dance Clubs

TIMING

- Rally your troops – who will be working on the poster team?
 - The more club members, the better.
- Designate areas/ neighborhoods – who will take which area?
 - Be sure to place posters in area senior centers
- Plan to go out about TWO WEEKS before the event to put posters in target areas.

PREPARE

- Be ready to explain your event details:
 - what it is...
 - when, where and why
 - how much it'll cost
- Bring supplies: Tape, thumbtacks

OBSERVE

- Check the window and entry area and look around the store.
 - Are there other community posters displayed?
 - Is there a bulletin board?
- Locally based businesses tend to be your best bets – but do try everywhere!
 - Many chains or franchise stores, such as Subway or ForEyes, do not allow any advertisements besides their own.
- Caution: do not post on city property, such as lamp posts. Your club could be fined-!

ASK

- Ask to speak to the Manager or Owner – and smile! :-)
 - Tell them you represent _____ [your club name], a local not-for-profit dancing group.
 - Ask if there's an area where you can display a poster or flyer for an upcoming community event.
 - If the store does not allow postering in the store, offer a flyer to be displayed in the employee area.
 - If they DO allow you display the poster, ask permission to 'tidy up' the bulletin board to make space.
 - Find the most prominent spot possible.
 - Remove outdated event flyers
 - THANK them for their support.