

Advertising Strategies that worked for Frontier Square Dance Club:

1. Purchase Yard Signs/Cards:
 - a. 100 18" x 24" signs Check if cost includes stakes and shipping. See toolbox for suggested templates and websites to purchase. Include a phone number on it so if the sign is taken, they may call you to come get it. If any of your club members use a printer at their job, perhaps their printer will give them a deal.
 - b. 1000 full-color business cards. See toolbox for suggested templates and websites to purchase. One trick with VISTA PRINT, order half as many as needed. When you check out, they usually offer to double the amount for a low cost.
 - c. 30 plastic business card racks. Walmart or office stores may have these. Check out the website you have your business cards printed at for deals.
2. That we also
 - a. distribute 25 to 30 signs each weekend (Friday night to Sunday night). Be aware of local restrictions – take the sign down before officials collect then re-place it for the next weekend period. There is a spreadsheet in the toolbox to track who has the signs and where they are.
 - b. leave some of the signs at highly trafficked areas for as long as they will last
 - c. put business cards on windshields at such activities as
 - i. car shows
 - ii. festivals
 - iii. ballgames
 - iv. etc.
 - v. members distribute them to friends and neighbors
 - vi. some members will be comfortable getting into strangers
 - d. Hand-deliver a sign to every church that has an "empty nesters" class for displaying it in their classroom.
 - e. Ask churches to include us in their weekly church bulletin or electronic signage and

- f. Hand-deliver a sign to the five largest employers in the area to display in their break room (limited to five the first year as a trial)
 - g. Hand-deliver our business cards with business card racks to 30 medical type entities (e.g. chiropractors) that will display them.
 - i. Also to YMCAs
3. That we additionally advertise...
- a. Using free public service announcements in
 - i. local newspapers
 - ii. community publications
 - iii. radio stations
 - iv. Panera, Starbucks, local stores. Chain stores are not likely to allow signs/flyers to be posted.
 - v. and any other available forms of free PR

General Comments:

- Have members track miles/gas and check with their accountant if it can be deducted for tax purposes.
- The Johnny Appleseed club in Mansfield Ohio graduated 42 students last year. They started with 52 students and attribute most of their recruiting success to putting out yard signs.
- Most feel the target market should be 40 to 55-year-olds – empty nesters who are looking for an exciting and fun activity. Let's bring them to us before they find something else!