

# Square Dance Party Dance Checklist

*A Practical Guide for Club Leaders*

## 1. Set Your Purpose & Plan the Event

- Know the goal: growth, visibility, and social connection
  - Schedule **3–4 Party Dances per year** if possible
  - Choose a date/time that is accessible to the public and works for your group
  - Select a welcoming, easy-to-find venue (your normal venue if possible)
  - Coordinate with your caller(s) early
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## 2. Promote & Invite

- Clearly advertise as a **new dancer-friendly, no-experience-needed event**
  - Emphasize: fun, simple, social (not lessons)
  - Invite past attendees (“Friends of the Club” list)
  - Encourage members to personally invite friends
  - Promote through:
    - Social media
    - Community boards
    - Local organizations
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## 3. Build Community Partnerships

- Partner with local groups (churches, service clubs, scouts, etc.)
  - Co-host or cross-promote events
  - Explore fundraising opportunities with partners
  - Position your club as a **community-centered activity**
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## 4. Guest Registration & Follow-Up System

- Set up a **sign-in table** (required for liability)
- Collect:

- Name
    - Email
    - Phone number
  - Create/maintain your “**Friends of the Club**” list (continue to build and update)
  - Offer a **raffle incentive** (gift card, small prize) that helps collect this information
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## 5. Create a Welcoming Environment

- Provide **clearly printed (sticker) name tags** and markers to fill in names
  - Arrange **circular tables** for easy conversation if possible
  - Set up a **snack table accessible from both sides** if possible (hand sanitizer on table)
  - Play soft background music during breaks
  - Ensure the space encourages mingling and comfort
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## 6. Prepare Your Members (Ambassadors)

- Brief members before the event:
    - Greet all newcomers warmly
    - Introduce guests to others
    - Invite guests into squares
    - Rotate partners and avoid cliques
    - Engage in conversation during breaks
  - Remind members:
    - Focus on inclusion over dancing skill
    - Respect personal space (especially with new dancers)
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## 7. Coordinate with the Caller

- Keep teaching **short, simple, and upbeat**
- Use: the caller sets the program at his or her comfort level
  - Easy squares
  - Mixers (rotating or not)
  - Line dances
  - Simple contras
- Avoid complex choreography

- Use **lively, recognizable music**
- Encourage the caller to:
  - Mingle with guests
  - Help create a welcoming tone

This event should be no more than two hours. Leave attendees wanting more and uplifted

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## 8. Structure the Dance Program

**This is totally up to the caller(s)**

- Start with a **simple circle or line dance**
  - Progress to mixers for interaction
  - Introduce basic square dancing
  - Keep a steady pace—don't over-teach
  - Maintain energy throughout
  - End with a **fun, celebratory finale**
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## 9. Encourage Social Connection

- Build in **break times for conversation**
  - Encourage mixing between dancers and guests
  - Create a relaxed, laughter-filled atmosphere
  - Focus on **connection over perfection**
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## 10. Post-Event Follow-Up

- Send thank-you messages to attendees
- Invite guests to:
  - Future Party Dances
  - Lessons/programs
  - Social events (potlucks, outings, etc.)
- Add attendees to the ongoing **“Friends of the Club”** list

## 11. Measure Long-Term Success

- Monitor:
    - Growth in club membership
    - Lesson enrollment
    - “**Friends of the Club**” list
  - Adjust future events based on feedback and experience
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## **Guiding Principles (Keep Front and Center)**

Make it **welcoming**

Make it **intentional**

Make it **joyful**

Make it about **connection first**

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Use as many steps as your group is comfortable with. This checklist is only a guideline. Plan one event at a time and modify the points above to fit your group and to improve as you continue. This will help you grow and enhance your social connections in your community. Have fun!

**CALLERLAB Social Connections Committee**