



Techniques In  
Recruiting

# The Frontier Experience

► Presented by Jack Pladdys

# Techniques in Recruiting

► Many think it's inevitable that square dancing is destined to die. I've been hearing the phrase "*It will not last 5 more years*" for about the past 20 years.

► Ask the members of The Frontier Squares in Loveland, Ohio what they think about the decline. They'll offer a different opinion.

► We used an external and internal marketing strategy

► By employing a well thought out Marketing and Advertising strategy, we've been able to achieve awesome results over the past four years (Three years pre-Covid and this year.)

**Just the facts, mam.  
Just the facts.**



# Techniques in Recruiting

## The Facts / Results

Collectively.....

- 300+ phone calls were recorded during the advertisement phase.
- 245 new visitors attended the first three weeks of new dancer nights.
- A second phase of advertising was focused on past members who faded away from dancing.
- By the 12<sup>th</sup> week, we retained 117 new dancers and 18 “retreads” in attendance.
- We have a member attendance of over 50 each week.
- Graduations netted 114 new club members with a 90% retention as active club members after two years.

# Techniques in Recruiting

## Our External Marketing Strategy – What Get's Them Here

In 2015 we spent \$500 on advertising.

- Purchased 100 re-usable yard signs for \$300
- \$200 went to advertising and printing expenses.
- Calls to former members
- Business cards placed doctor offices, laundry mats, grocery stores, fitness centers, etc.
- FREE Chili Supper on first night
- Flyers – including tear-offs; local paper ads, etc.

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The most effective technique by far was the method we used to display Yard Signs.

The signs were bright yellow with black lettering that simply read:



Of the 117 dancers we've developed since 2016, over 75% made initial contact from the signs.

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## Sign Strategy....

Map out a plan of the clubs neighboring communities within a 15 mile radius of where you dance.

Identify strategic locations. The best is heavy traffic intersections where drivers stop for a traffic signal or stop sign.

Start placing signs about 8 weeks prior to the Chili Supper date.

Working in groups of two, signs were placed in the designated locations on Friday afternoon/evening and retrieved on Sunday evening. Municipalities and townships are far less likely to confiscate signs on the weekend.

Make it fun for your workers. Have breakfast or lunch together.

We lost over 50% of our signs (as expected) over the course of the advertising campaign - a small price to pay considering the results.

# Techniques in Recruiting

The initial call is very important.....

- Chit chat a little. Make the caller feel welcome. Have a short script.
- Gather contact and marketing information in order to determine which marketing strategy is most effective.
  1. Email, home address, phone #, etc.
  2. How did they hear about our group?
  3. Where did they see the sign, business card, or flyer?
- We emailed two reminders and an invitation to a FREE Chili Supper (the first night of class) to those who had given us contact information.

# Techniques in Recruiting

## Our Internal Marketing Strategy – What Keeps Them Coming

- **Vision**
  - Our club mission is to “*Foster the art of square dancing and improve dancers’ skills, with a strong focus on promoting and expanding square dancing within the community.*”
- **Dancer Leadership and Organization play a critical role**
  - Group decisions (consensus) – Periodic board meetings consisting of officers and committee chairs. All club members are welcome to attend.
  - “Open-Minded” board willing to try something new and work as a team
  - Willing to support, share, and help other clubs and organizations with our experiences.



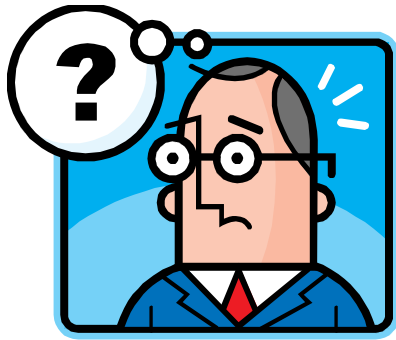
# Techniques in Recruiting

## Our Internal Marketing Strategy – What Keeps Them Coming

- ***Friendliness*** - Our visitors feel WELCOME!
  - Our BIGGEST asset
- ***Caller Leadership*** – Jack Pladdys
  - Provides direction, experience, and professionalism.
  - Always striving to make class night fun and energetic – dancers feel like they are attending a dance!

# Techniques in Recruiting

## QUESTIONS



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## ANSWERS

