Make Monthly Social Dances

- Start each social dance with a one-hour dance lesson taught by a local professional.
- Provide one or more special, clearly marked tables for singles.
- Provide dance hosts and hostesses to dance with single ladies and gentlemen.
- Have the Hospitality Committee greet everyone as they enter and make them feel welcome.
- Introduce new members when they join the chapter and encourage other members to introduce themselves to new members and ask them for a dance.
- Have the Hospitality Committee take new members around and introduce them to other members.

- Seat new members at a table with especially selected members who will encourage the new members to participate in the dancing and to interact with others.
- Provide a program that includes mixers, line dancing and exhibitions.
- Maintain a record of the birthdays of members and announce their birthday at the appropriate monthly dance and sing "Happy Birthday."
- Give free admission to the monthly dance in the member's birthday month.
- Obtain donations of door prizes from local businesses and award them at various times during the evening.

- Each year present a series of theme dances with suitable decorations, costume contests, etc.   and recognize the board member or committee responsible.
  - Give free admission to those who bring a guest who joins USA DANCE that evening.

  - Play a changing selection of music and ask members to suggest specific music they like, perhaps via a periodic survey of attendees.
  - Consider having a special event each quarter, perhaps in the four months that have a fifth Saturday, and include something extra such as a dinner, a band, showcases, a fund raising silent auction or special door prizes donated by area businesses.
- At some social dances have a one dance fun competition designed to include social dancers or perhaps limited to social dancers or newcomers to competition.

6/06

Attract and Keep Members

- Participate in local fairs, contact area malls or shopping centers to take advantage of opportunities to demonstrate ballroom dancing.
- Operate a "Flyer Tree" using chapter volunteers to post flyers on all bulletin boards throughout the community.
- Join the local Chamber of Commerce, Visitors Bureau or similar organizations.
- Does your community have a "Welcome Wagon" Program? If so, design a special "Welcome to Our Community" brochure describing the benefits of ballroom dance and arrange for the Welcome Wagon to deliver the chapter's brochure as part of the greeting package given to those moving into the community. Stress to these new neighbors the ways ballroom dance will enable them to quickly make many new friends while adopting a healthy recreational activity.
- Use the free community bulletin boards offered by most TV & radio stations and newspapers
- Offer free event tickets to radio stations in exchange for announcing the event.
- Set up a chapter web page – provide URL to central-office@UsaDance.org to have it linked to the National Website making it easier for dancers to find you.
- List the dance events of local singles clubs in the chapter's newsletters.
- Send announcements of chapter events to all local independent dance clubs, including ballroom, swing, tango, hustle, shag, etc. List their dance events in the Chapter Newsletter.

Encourage All Members to Become Volunteers

- Make one-to-one, face-to-face (if possible) contact when recruiting.
- Ask all new members to volunteer to help in some way.
- Clearly outline what is expected. People are more likely to volunteer if they understand the scope of the commitment.
- Start new volunteers on small assignments and then increase the assignments as the volunteers gain experience and confidence.
- Increased participation builds loyalty.
- Have chapter set up date/time/place for dances but use a different team of volunteers for each dance to handle theme – decorations, refreshments, set up, etc.
- Recognize members who volunteer through press releases (w/photo) and newsletter articles.
- Consider an annual recognition event for volunteers and/or give volunteers a free or reduced event admission.