

An Absurd Recruitment Opportunity – or is it?

By: Pat Gorman, SCSRDF Secretary

I was sitting at my desk thinking about our (Camden Hi-Steppers') recent New Dancer Recruitment Campaign, I was going over the various things we had done to “get the word out” about Square Dancing.

I was feeling pretty good about our efforts – having 30 folks at our Open House and most of our Club members there. Yeah, for us. Maybe.

Then I started thinking about the next opportunity and maybe what we can add to our “tool bag”.

I thought about a billboard, radio ads, buying email lists etc. Lots of “big” ticket items but what would be the effectiveness of these endeavors?

Then I thought back to conversations I had had with some of our “seasoned” members in times past. One thought kept floating to the top of the list, time and time again. It was – “personal invitation”.

Wow, what an insight!

Personal Invitation was always the very best recruitment tool. Just ask your folks. But a question here is: “have we used it up”? The stock answer when this is brought up is – “I’ve asked all my friends till I’m blue in the face!” Over, done with – that’s all folks!

Well, let’s wait a minute and rethink this a bit. If personal invitation is still the best recruitment tool, then how could we accomplish this in the environment of 2023?

Wow, my brain is clicking now!

Here are a few things I came up with:

- **How about the people in your church! Make sure they know you are a Square Dancer. Casually mention the fun you had at a recent dance. Plant seeds! When you get closer to an Open House – give them a “free”**

ticket to the event and let them know you are giving them a personal invitation.

- Set a table up at a local grocery or retail store (with permission). Have a banner made up for the table that says something like “***Have FUN Square Dancing – ask me how!***” Handouts should be available, and the “free” Open House ticket is a good idea here too!
- (you fill in the blank)

I hope you get the idea! We are only limited by our lack of imagination!

Absurd idea? – I don't think so!

p.s. Enthusiasm is contagious!