

OPERATION FRONTIER - 2015

If you think it's inevitable that square dancing is destined to decline, ask any member of **Frontier Squares** from Milford, Ohio – and they'll offer a different opinion.

Working together as a team our club achieved the following:

- **Our marketing and advertising strategy resulted in 102 new visitors the first three weeks of lessons.**
- **On the 15th week, 51 new dancers were still active.**
- **On the 15th week, 11 squares were dancing – 47 new dancers were dancing with 41 Angels**

How Did We Do It?

Although a variety of methods were employed, (calls to former students and members, business cards, PR releases in local papers, etc.) by far and away the most effective technique was the use of **YARD SIGNS** + word-of-mouth by those who saw the signs.

Frontier Square's Board agreed to spend \$500 on advertising. \$300 was used to purchase 100 signs and the rest was used for things such as business cards and flyers.

The KEY - Starting in November, we distributed 25 signs each week for six weeks leading up to our lessons that started in January. Working in groups of two, signs were placed at strategic locations on Friday afternoon/evening and retrieved 48 hours later.

- We did not send signs home with members for them to place wherever they wished.
- They were placed at strategic locations where there was heavy traffic and always at intersections where there was either a stoplight or a stop sign.

- Typically, three hours were spent putting the signs out with another two hours picking them up.
- As expected, we lost 50% of our signs over the course of the advertising campaign (a small price to pay considering the results).
 - Municipalities and townships are far less likely to confiscate signs on the weekend.
 - Learning from our mistakes, we will lose fewer signs next year.
- Milford, OH is a typical community located on the outskirts of Cincinnati – with city/suburbs to the west and north and country to our east and south.
- Although we did not reimburse the members for their mileage (gas), it is something we will consider in the future.

There were other key ingredients attributable to our success that cannot be underestimated:

- our club is EXTREMELY friendly
- our teaching caller is a great instructor and makes it fun for everyone
- our members were willing to work as a team
- we had great participation and support from our Angels
- leadership and organization played a critical role
- the members of our board were open-minded and willing to take risks

We anticipate graduating 40 new students and increase the size of our dances by 50-60%.

It is certainly anticipated that this year's graduating class will produce additional members willing to "give back" to promote next year's class. By adding more and more new students each year that are willing to help, there is no limit to the size club you can build.

Respectfully Submitted,

Dale & Cindy Bennett

Marketing and Advertising Director