

**E.O.S.A.R.D.A. Council of Dancers Meeting Minutes
November 20, 2016**

**Citizen Newspaper Conference Room
Baxter St., Ottawa
2:00 pm to 4:30 pm**

Board in attendance: Dave Western, Jim Sawtell, Dave Currie, Marie Currie, Richard Sharman, Bob Summers, June Tripp, Barbara Englehart, Ronald Gardner, Charlene Gardner, Benoit Renault, Ann Davelaar, Shirley and Germaine Hull, Robert Dunlop, Dora Boersma

Absent: Gavin Currie

Represented Clubs and Representatives

Adams Aces	Dora Boersma	
Bay Waves	Ronald Gardner	Charlene Gardner
Capital Carousels	Arlo Speer	
Grenville Gremlins	Peter Matthew	
Got Lines	Dave Western	
Harbour Lites	Marlene Casselman	Gerald Casselman
Kanata Squares	Marie Currie	Dave Currie
Meri Squares	Wendy McCracken	Harold Hedley
Mississippi Squares	Jim Trach	Jane Trach
Lockits	James Sawtell	Gerry Sawtell
Ottawa Date Squares	Benoit Renault	Robert Dunlop
Sunshine Squares	Jim Kearns	Diane Kearns
Stone Bridge	Bob Summers	
Swinging Bs	Teresa MacInnis	
Village Squares	Bob Forsyth	

1. Call to Order 13:35 - Dave Western

2. Confirmation of a quorum - Barbara Englehart
Quorum verified 50% 15/30 clubs represented.

3. Opening remarks - Dave Western
Good afternoon and welcome to the November 2016 Council of Dancers.

If any of you have not yet signed in, would you please do so now and if you are representing a club, please make sure that the name of the club is clearly indicated. (PRINT legibly please, Dora has to try and read it later.)

If you don't have one, a few copies of the agenda are available on the back table.

We will take a fifteen-minute break around 2:45 at which time we will have tea/coffee and snacks. Please resume your seats promptly at the end of the break.

Under EOSARDA's Constitution and By-laws:

- Any registered dancer may attend Council and speak at the meeting,

- But only Club Representatives have a vote.
- Each registered club may have up to 2 representatives both of whom may vote on any issue before the Council.
- However, no individual Club Rep may vote more than once on any issue (you don't get two votes if you are the only rep from your club)
- Directors cannot vote unless they are also Club Reps.
- The Board is bound by any decision or direction issued by this Council.

When addressing Council for the first time, please keep in mind that, no matter how infamous you think you are, you are not necessarily known to everyone in the hall. Please clearly state your name and club affiliation before contributing to the discussion. The Secretary needs to know who you are and what club you represent. That way she will know who to blame when making up the Minutes and who to contact if there are any questions about what was said. Those of you with prepared texts are asked to submit them to the Secretary electronically as soon as possible after the meeting.

To enable this Council to make decisions and to elect a new Board, a quorum of 25% of Member Clubs is required. We currently have 30 clubs registered as Members of EOSARDA, so a quorum is 8 clubs. Madame Registrar, can you confirm that we have enough Member clubs present to allow us to continue?

A few words about the structure of today's meeting. While you will be receiving the usual reports from your Board of Directors plus follow-up reports on a few items carried over from our last Council meeting, we have changed the format of the New Business portion of the meeting somewhat to focus on a single issue - Publicity.

We will begin that part of the meeting with a Town Hall style discussion in which delegates are encouraged to talk about their club's publicity activities this Fall and to evaluate the results obtained. This will be followed by a discussion of a possible new approach to publicity at the regional level. We will also look at ways we can use technology to promote Square and Round dancing. We will close this part of the meeting with a presentation on an innovative publicity initiative which proved successful for one club this Fall.

Hopefully we will all leave this meeting with some new ideas to take back to our clubs for further discussion.

4. Approval of the draft agenda

- Dave Western

Approved

5. Approval of Minutes of the April 2016 Council of Dancers

Approved

6. Reports

a) Operations Committee

- | | |
|--|---------------------|
| i) This year's Board | - Dave Western |
| President and Chair of Publicity Committee | - Dave Western |
| Vice President | - Ron Gardner |
| Treasurer | - Charlene Gardner |
| Registrar and Chair of Dance Committee | - Barbara Englehart |
| Secretary | - Dora Boersma |
|
 | |
| Chair of IT Committee and Web Master | - Bob Summers |

Chair of Club Liaison and ST Editor - Richard Sharman
OACA Rep - David Currie

Members at Large

Gavin Currie
Marie Currie
Ann Davelaar
Robert Dunlop
Germain Hull
Shirley Hull
Benoit Renault
Jim Sawtell
June Tripp

ii) Treasurers Report - Charlene Gardner

See Attached #1

*** Reminder Please make cheques out to "EOSARDA" as well as sign and date*

Motion to Adopt Treasures Report: Shirley Hull
Adopted

iii) Registrar's Report - Barbara Englehart

See Attached #2

iv) Trillium Awards - Dave Western

The Ontario Square and Round Dance Federation has once again seen fit to recognize the accomplishments of several members of the Eastern Ontario Square and Round Dance community.

- A posthumous Trillium Long Service Award was presented to the family of Sheila Maxwell in recognition of her over 25 years of service to Square and Round Dancing
- A Trillium Merit Award was awarded to Gavin Currie in recognition of his many years of hard work at both the club and regional level
and
- Pearl and I had the honour of also receiving Trillium Merit Awards for our contributions to Square and Round Dancing.

These awards are given out on an annual basis by Federation with the approval of the EOSARDA Board of Directors. For more information about the awards, consult Chapter 12 of the EOSARDA Procedures Manual. You can find a copy on the eodance.ca web site, click on "Association" and select "Procedures".

The hard work and dedication of our many volunteers is key to the success of the Square and Round dance movement in Eastern Ontario. Don't hesitate to nominate anyone you believe meets the criteria for either the Long Service or Merit Award.

b) Dance Committee - Barbara Englehart

FALL FEST 2016

Fall Fest 2016 is now behind us. Based on the attendance and the feedback received it seems all went well. We learned some things on how to make it better for next year... for example, provision for folks to sit to have their pie and coffee/tea.

Attendance - 140 Dancers from 20 Clubs

20 pies were consumed

Thank you to the Dance Committee, EOSARDA Board Members, Club Members and Dance Leaders for their help in making Fall Fest 2016 a success.

For next year, Dance Committee will consider adjusting the start time to perhaps 1:30 to allow for more dance time.

A place holder is being held for Fall Fest 2017 to be held October 21, 2017. The venue has yet to be determined, however St. Matthew High School seemed to work well so perhaps should seriously be considered.

FROSTY FLING

Date: February 4, 2017 at St. Patrick's High School but still awaiting the contract. There should be no issue. Dance Leaders will be Dave Currie, Paul Adams, Jean & Don Clingin.

Flyer has been submitted for inclusion in the next issue of ST and has now been posted on EODANCE. Ribbons have been ordered and will be available in about a week or so.

Cost: \$8.00 in advance and \$10.00 at the door.

Light Refreshments will be served in the cafeteria.

Dancing Princess has yet to verify if they will be able to attend.

Agenda for the dance has yet to be determined. Dance Leader agreements will be sent out shortly

Reminder: New Basic graduates have vouchers for free admission to the dance.

CANADA DAY DANCE FOR 2017 ???

Dance Committee is looking for thoughts regarding an EOSARDA Canada Day Dance.

c) Publicity, and Promotions

- Dave Western

This year's Publicity and Promotions Committee consists of:

- Dora Boersma
- David Currie
- Marie Currie
- Ann Davalaar
- Benoit Renault
- Richard Sharman
- Bob Summers
- and me as Interim Chair

The committee's mandate is:

- To identify and exploit opportunities to publicize Square, Round and Line Dance activities across the region;
- To plan, organize and coordinate the Association's involvement in such activities, including the annual Fall Recruiting Drive;
- To design advertising brochures and other advertising material for the use of the Association and its member clubs;
- To create and maintain descriptions of best advertising practices and make them available to member clubs;
- To provide Member Clubs with advertising advice and guidance; and
- To facilitate the exchange of advertising-related information among clubs.

The Committee met three times over the summer months with the focus of the meetings being the

development of a plan to help us carry out or mandate.

The committee's work plan for the current dance year is:

1. Continue work on One Marketing's suggested approach to regional publicity (more on this later in the agenda).

Lead: Marie and David Currie

2. Resurrect the EOSARDA Eagles Square Dance Team and establish an equivalent Round Dance Team for the purpose of doing promotional square and round dance demo dances across Eastern Ontario.

Lead: Dora Boersma

3. Establish a region-wide Publicity and Promotions Network consisting of reps from as many Member Clubs as possible, with a view to promoting and facilitating the exchange of promotional ideas and best practices. More about that in a moment.

Lead: Dave Western

4. With the assistance of the Publicity and Promotions Network, collect as much promotional material as possible from Member Clubs and from Festival 2014 (banner supports, club signs etc) and develop any additional promotional material in order to provide backdrops and material for displays, booths etc.

Lead: Ann Davelaar

5. With the assistance of the Publicity and Promotions Network, research potential dance venues and promotional opportunities across the region.

Lead: to be determined

Provisional Expenditure Forecast

Refurbishing and renewing promotional equipment (banners, stands etc)	- \$300
Printing pamphlets, brochures etc	- \$400
Expenses for demo dances (Dance Leader fees etc)	- \$400
TOTAL	- \$1,100

At its first meeting, the Publicity Committee reviewed the efforts of previous Publicity and Promotions Committees with particular emphasis on the results attained. We quickly concluded that while a great deal of time, effort and money has been expended by previous Publicity and Promotions Committees, the results obtained have by and large failed to produce the desired results of successfully promoting square and round dancing across our region.

Accordingly the committee decided to try a new approach and to consult with a professional public relations expert. David and Marie Currie began looking into the resources that are available in Eastern Ontario and determined that an Ottawa-based company called OneMarketing seemed to be the kind of outfit we were looking for.

David and Marie arranged a meeting with Judson Rasmussen of One Marketing. Jud not only agreed to meet with us, this first meeting was pro bono. I will be reporting further on the meeting with Jud later this afternoon.

The Publicity Committee is also looking at establishing an on-line Publicity Network consisting of one or more representatives from each of our member clubs and associations who have an interest in issues related to publicity.

Members of the Network would

- report on their club's publicity successes and failures;
- establish a list of best publicity practices to be posted on eo-dance.ca;
- promote the exchange of publicity-related ideas and material;
- review and comment on proposed publicity-related activities; and
- act as a rapporteur to their club on publicity-related issues

The first step in this process is for each of you to get your club to appoint a rep to the Network within the next month, ie before December 20.

ACTION: All clubs to appoint one person from club to communicate and share information on publicity.

d) Club Liaison Committee

- Richard Sharman

Since the last Council of Dancers meeting in April:

- Approximately 51 Broadcast messages have been sent.
- A Certificate was presented by David Western to the Nappanee Pioneers commemorating their 50th Anniversary.
- One Square Time magazine was produced and one is currently in production.

The Registration Forms sent this fall to the clubs informed them that next year's Square Time magazine will be available online (at no cost), but that paper copies may still be ordered at the existing price. Issue 62.3 in October was made available online to check the process, and the upcoming issue 62.4 will be also. Because of the increased printing costs due to fewer copies the free copies distributed to other Square Dancing clubs has been discontinued; they have been informed of this and the fact that the magazine is now available online.

At Fall Fest Trillium certificates of merit were presented to Dave and Pearl Western and to Gavin Currie.

Four clubs [Got Lines, Swinging Swallows, Swinging B's, Mississippi Squares] have applied for Reimbursement for Club Recruitment and all have been approved.

Remember: Last year's new graduates received a free ticket for Frosty Fling in February

e) Information Technology Committee

- Bob Summers

Hopefully all dancers in your club know about the eoDance.ca website. Since we've been talking about MailChimp earlier in this meeting, please note that the MailChimp bulletins are accessible on the eoDance site; as well, there is the ability to personally subscribe to to get the bulletins directly, rather than having them passed on by your club rep.

Note that Minutes of all Board and Council of Dancers meetings are posted on the eoDance website. Since we are a "public entity", financial information is available ... though not posted on-line.

Each fall, the eoDance website displays a page listing any Open House nights that clubs may be having to attract new dancers. This centralized page has two purposes:

One: the large number of clubs listed on the page shows that Dancing (primarily Square Dancing) is alive and well and

Two: to encourage any new dancers who might be looking on the eoDance site to visit a club in their area.

The webmaster solicited information from all clubs who might be holding Open House nights; all but one club replied. The page was displayed until some time in October to attract as many new

dancers as possible.

We have a page on the eoDance website that lists all clubs belonging to EOSARDA, along with the club contact information. A lot of initial information for the page came from the email requesting Open House information. This page is further updated throughout the year each time we are informed of changes.

The club listing printed in Square Time has been mostly a manual effort of copying/pasting or re-keying information from the club listings on the eoDance website each time to ensure the latest information was used. To streamline the process, the webmaster was able to extract the underlying data that is used to display the web page and instead of a web page, produce a text file of the data in a more suitable form to be used by Square Time.

Square Time has been available by printed copy since its inception. Now a new webpage has been set up on the eoDance website to display those copies in an online format. Officially the online version was to start with the 2017 issues of Square Time. However to test this future capability, all past 2016 issues were posted to the site and are available online now.

f) Ottawa Area Callers Association (OACA)

- David Currie

Wendy had served as a caller/coach at Ken Ritucchi's Northeast Callers School in Sturbridge Mass. on the Thanksgiving week-end. Adrian Vingerhoeds one of our new "callers in training" attended the same school as a student. Both came away with new insights concerning the craft. There is a dire need for new callers as a result of Andy's departure. Geoff has been asked to take the Grenville Gremlins but the Swinging Swallows and the Bay Waves were still uncertain however an interim solution has been found with François volunteering to help the Swinging Swallows and Richard the Bay Waves until Christmas at least. (At that time Richard had not yet announced publicly that he was moving to B.C.) John and Wendy are going to hold a local callers clinic to get local dancers who want to become callers started on the road to that vocation. Luke Periard and Ron Gardner both expressed an interest in learning the job.

g) Seaway Valley Square and Round Dance Association

- Gerald Casselman

SVSRDA now has a full executive & coordinators

- Gerald & Marlene Casselman President Couple
- Pearl King Vice President
- Helen MacCallum Secretary
- Bill Sheild Treasurer

We have added 3 new clubs Napanee Pioneers, Limestone Dances and Meri Squares.

We will continue to have round dancing at our special dances at the Mother's Day Dance & ChristmasDance.

ii) Swing into Spring Report

-Teresa Macinnis

Running on their own. Will re circulate the profits into the next years' dance.

Swing into Spring 2016 - approx. 155 dancers good mix of callers and cuers, some problems with running out of breakfast.

2017 – Jeff Priest, Johnny Preston

Andy has moved to Thunder Bay but he will help as much as he can.

Financial: \$600 in bank. Small profit 2016. New fees in 2017 see the flyer

Organizing Committee is keeping money as seed money for next year. Must pay callers in US funds, makes it expensive.

ACTION: Report and Financial Statement to follow - Theresa

Arlo Speer - good group of callers, will there be the same levels of round dancing?

Answer: The callers and cuers will call in accordance to who registers and what level they register at.

Gerry Sawtell: Do we get many American dancers? Do you receive US \$.

Answer: Yes a few couples, there is more interest for the 2017 dance.

We only receive Canadian \$.

Costs will be in Square times flyer.

h) Ontario Square and Round Dance Federation - Gerry and Jim Sawtell

i) Federation Recruitment Bursary

In addition to the Recruitment Bursary available from EOSARDA, money is available from the Ontario Federation to help clubs recruit new members. The Application Form is posted in two places... the EOSARDA website and the OSRDF website. Before making application to Federation, we encourage interested clubs to go to the Federation website to read the second page relating to the application. That page contains necessary information for you to submit a successful application. It is currently not posted on the EOSARDA website. It could mean the difference between being granted a Recruitment Bursary and perhaps being refused due to an oversight on your part.

ii) Report from Board meeting - Regina, SK in July, 2016 at the Cdn National Convention.

- Good News... Federation has put in place a new policy that provides “seed money” for new clubs. Please spread the word regarding this Bursary for New Clubs to anyone contemplating starting a new club.
- More Good News... Society fees will remain the same as this year.
- The Federation website has been revised and is now up to date and compatible with iPhones/ Facebook/ Twitter/ Instagram. It is user friendly and full of great information. I encourage everyone to visit it. Who knows you may recognize a fellow dancer among the photos. The website is www.squaredance.on.ca
- Convention 2018 will be held in London Ontario. Planning for this convention is well underway. Plan to attend and register early. A note to Cloggers... you MUST register because Clogging will only be included if sufficient number of Cloggers register.
- Trillium Awards... Federation approved five awards in all. Two were Merit Awards given to EOSARDA members: Dave & Pearl Western, and Gavin Currie. Three were Long Service Awards given to previous EOSARDA member: Sheila Maxwell (posthumously), and SWOSDA members Ross & Sheila Lehman, and Doug & Dorelene Anderson.

7. Previous Business

a) The Young Dancer Initiative

- Dave Western

Last year Federation sent us \$4,000 for the promotion of square and round dancing. The Board matched this donation with a further \$4,000 and set a total of \$8,000 aside for the Young Dancer Initiative. None of this money has been spent.

Meetings have taken place, presentations have been made, ideas have been discussed, documents have been circulated, but no proposals have been forthcoming.

We can reasonably expect that Federation will soon be asking us to report on what we have done with the money that they gave to us.

If we want this project to proceed, we need to re-dedicate ourselves to it and take a long hard look at what we can do to get things moving. Failing that, we should consider re-allocating the financial resources set aside for this project in order to make the best possible use of them.

b) Club Visit Dangle

- Richard Sharman

Club Visit dangles have been ordered (36 Gold and 1 Silver). Luckily the engraver gave us some extra because one of two very late forms arrived. The dangles have been given to the appropriate clubs to present to their dancers.

**c) Basic Dancer Visiting Program
Nil Report**

- Bob Summers

8. New Business

a) Round Table Discussion - Your Club's Publicity Strategy for 2016/17

What is your club's publicity budget for the current year ?

What did your club do to attract new members this year ?

Approximately how much did you spend per new member?

Were you satisfied with the results?

Summary of Discussion

Capital Carousels: no luck with advertising

Harbour Lites: parade, cards (all no shows), poster on walls: e.g. Fish Truck, Hospitals, restaurants, the Legion, Giant Tiger

Meri Squares: cards and word of mouth (the best)

Mississippi Squares: free food

Sunshine Squares: January workshop (helped a bit); advertised in Chimp Mail, Square Times

Village Squares: dance demo (no luck); advertised in newspapers; VS allowed two women to dance together this year

Bob Summers: no children are allowed in schools after hours

b) Regional Publicity - A New Approach

- Publicity Committee

I referred earlier to a meeting that the Publicity Committee had with a representative of One Marketing this summer. At that meeting OneMarketing suggested that the kind of direct marketing that EOSARDA has done in the past in glossy magazines, and weekly newspapers, is not the best use of the association's limited resources. They believe that this kind of promotional activity is best done at club level. Instead they suggested that the Association form a mutually beneficial partnership with one of more associations outside of the square/round dance world in order to increase our brand awareness among the general public. Possible partner groups could include organizations that deal with: teenagers, married couples, seniors, diabetics, cardiac cases, cancer victims etc.

We would use such partnership or partnerships to solicit invitations to participate in high-profile community events being organized by the partner group, thereby raising the public profile of our activity. At the same time we would promote the benefits of square and round dancing to the partner group and its members.

The committee feels that this new approach is worth pursuing and, as David and Marie Currie will explain, has recently been in contact once again with OneMarketing.

c) Square Time On-Line - Do your members use it?

- Club Liaison Committee

d) Face Book - Should we? Can we ?

- IT Committee

e) Is there Ad Mail in Your Future?

- Dave Western

See Attached #3

9. Other business

- a) Date and location of next Council of Dancers
April 20th 2017 Prescott 1:30 – 4:00

Attachment #1 – Submitted by Charlene Gardner

Actuals 2015/2016 At June 30, 2016 with Budget 2016/2017

	Actuals 2014-2015	Actuals 2015-2016	Budget 2016-2017	
Revenue				
EOSARDA dues	\$5,866.00	\$6,000.00	\$6,000.00	
GIC Interest	\$80.00	\$160.00	\$80.00	240.00 maturing Oct 28. 2017
Fall Fest	\$0.00	\$0.00	\$2,040.00	
Frosty Fling	\$1,497.00	\$1,405.00	\$1,640.00	
Square Time Advertisements	\$970.00	\$800.00	\$800.00	
Square Time Subscriptions	\$2,338.00	\$2,322.00	\$400.00	
Swing into Spring	-			
60th Anniversary party		\$1,776.00		
Federation Grant		\$4,000.00	\$4,000.00	to be reassigned for use to be applied to dances and recruitment
Trackers Grant			\$4,445.51	
Prior Years Income				
Capital steppers balance	656.42		\$0.00	
Total Revenue	\$11,407.42	\$16,463.00	\$19,405.51	
Expenses				
RDTA Grant \$250	\$250.00	\$0.00	\$250.00	
OACA Grant \$250	\$250.00	\$250.00	\$250.00	
OSRDF/CSRDS dues	\$3,932.00	\$3,988.00	\$4,000.00	
Callers/Cuers Training	100.00	\$0.00	\$100.00	

Travel OSRDF Meetings	\$170.00	\$0.00	\$200.00	
EOSARDA Travel	\$55.00	\$155.61	\$300.00	
Graduation Expenses		\$159.25	\$100.00	
Board Name tags & dangles	\$43.05	\$56.22	\$75.00	
Bank Charges & Foreign Exchange	\$36.41	\$0.00	\$30.00	
Council of Dancers Meetings	\$88.35	\$50.00	\$100.00	
EOSARDA Board Meetings	\$169.50	\$197.75	\$250.00	
Accounting & Audit	54.24	\$60.00	\$60.00	
Office Supplies	\$5.00	\$0.00	\$25.00	
Postage, stationery, Photocopying	\$73.46	\$34.03	\$50.00	
Website	\$34.17	\$39.96	\$40.00	
Square Time Printing	\$2,010.87	\$1,994.83	\$1,250.00	
Printing - Other	\$40.62	\$42.14	\$50.00	
Square Time Postage & Mailing	\$180.60	\$164.47	\$100.00	
Advertising Expenses	1,124.35	\$0.00	\$1,100.00	
Festival 2014	608.14	\$0.00	\$0.00	
Fall Fest	\$0.00	\$0.00	\$1,113.90	
Frosty Fling	\$583.24	\$822.23	\$1,145.00	
CSRDS Pins and Expenses	\$0.00	\$220.78	\$205.00	
Dance Dangles	\$8.48	\$485.90	\$85.00	
Clubs - New Dancer Recruitment	see Capital Stepper	\$608.30	\$2,000.00	to come from Trackers grant
	see Federation Grant			
Federation -incentive grant		\$4,000.00	\$4,000.00	
Trackers Grant (recruitment and dances)			\$2,445.51	
Swing into Spring	\$0.00	\$0.00	\$0.00	

60th Anniversary		\$2,179.50	\$0.00
Cards		\$29.55	\$30.00
Total Expenses	<u>\$9,817.48</u>	<u>\$15,538.52</u>	<u>\$19,354.41</u>

EOSARDA 2016-2017
REGISTRAR'S REPORT AS OF NOVEMBER 20, 2016

	As of Nov, 2016	As of Nov, 2015	Difference	Difference from April 2016
NEW SQUARE DANCERS so far 90 are new to the activity	129	100	29	14
RETURNING SQUARE DANCERS	642	678	-36	-39
NEW ROUND DANCERS	10	0	10	0
RETURNING ROUND DANCERS	51	58	-7	-7
NEW LINE DANCERS	25	15	10	0
RETURNING LINE DANCERS	22	25	-3	-3
TOTAL TO DATE	879	876	3	-35
CUERS, CALLERS, LEADERS AND PARTNERS	21	27	-6	-6
TOTAL MEMBERSHIP TO DATE	900	903	-3	-41
TOTAL CLUBS TO DATE	30	30	0	0
TOTAL ASSOCIATIONS TO DATE	3	4	-1	-1

ISSUED: November 20, 2016

Attachment #3 - Ad Mail and You - A Marketing Initiative Submitted by Dave Western

Slide #1 - Getting The Message Out

Common Marketing Practices

- ▶ Posters
- ▶ Paid ads
- ▶ Local News Columns
- ▶ Demo Dances
- ▶ Printed Material
- ▶ Word of Mouth
- ▶ Open Houses

Slide #2 - Posters

- ▶ Limited locations
- ▶ Supermarkets, arenas
- ▶ Community bulletin boards, Community centres
- ▶ Often poorly sited
- ▶ Cluttered
- ▶ Not widely read
- ▶ Limited posting times

Slide #3 - Paid Ads - Newspapers and Magazines

- ▶ No control over publication schedule
- ▶ No control over circulation area
- ▶ Expensive
- ▶ Lots of competing ads
- ▶ Declining readership

Slide #4 - Local News Columns

- ▶ Small size
- ▶ Lots of competing messages
- ▶ Limited audience
- ▶ Cannot target specific area
- ▶ Text only - no graphics

Slide #5 - Demo Dances

- ▶ Challenge to organize
- ▶ May not coincide with recruiting drive
- ▶ Need to work the crowd
- ▶ Needs good follow-up
- ▶ Labour intensive

Slide #6 - Printed Material

- ▶ Hard to distribute effectively
- ▶ Bulky
- ▶ Pricey

- ▶ Requires good designer
- ▶ Labour intensive

Slide #7 - Word of Mouth

- ▶ Friends
- ▶ Family
- ▶ Neighbours
- ▶ Colleagues
- ▶ Complete strangers

Slide #8 - Open Houses

- ▶ Need to be properly advertised
- ▶ Requires planning and organizing
- ▶ Needs dancer support
- ▶ Needs Caller/Cuer participation
- ▶ Requires good follow-up

Slide #9 - Canada Post - Help for small business

- ▶ <https://www.canadapost.ca/web/en/home.page>
- ▶ Snap Ad Mail
- ▶ <https://www.canadapost.ca/sam/default.aspx>
- ▶ Sign up on-line

Slide #10 - Snap Ad Mail - Process

- ▶ Account Manager is assigned
- ▶ Explains process
- ▶ Helps choose distribution area
- ▶ Helps find templates
- ▶ Helps choose product size
- ▶ Assigns graphic designer

Slide #11 - Designer

- ▶ Works with you to design layout
- ▶ Produces proofs for approval
- ▶ Recommends changes if necessary
- ▶ Produces final copy

Slide #12 - Your Role

- ▶ Select lay out
- ▶ Provide text
- ▶ Review proofs
- ▶ Approve final results

Slide #13 - The Post Office Environment

- ▶ Distribution by “Postal Walks”
- ▶ Hard to determine what is best Walk

- ▶ Identification of selected Walk
- ▶ Residences, apartments, farms, businesses
- ▶ Size of Walk = number of copies needed
- ▶ No flexibility
- ▶ No notice when distribution is done

Slide #14 - Results



Slide #15 - Results

- ▶ Well-designed effective advertising material
- ▶ Over 2,000 homes in selected market area
- ▶ Reached new audience
- ▶ Not reached by usual advertising methods
- ▶ 24 new dancers from two Ad Mail campaigns

Slide #16 - Costs

- ▶ Campaign #1
 - ▶ 1,298 households \$ 762.84
- ▶ Campaign #2
 - ▶ 1,110 households) \$ 654.87
- ▶ Total 2,408 households \$1,417.71
- ▶ Registration 25 @ \$6 ea \$ 150.00
- ▶ Larger hall \$ 288.00
- ▶ Total \$ 1,855.71

Slide #17 - Revenues - New Dancers Only

▶ Pay-by-session	\$1,467.00
▶ Pay-by-week	\$ 90.00
▶ EOSARDA	\$ 250.00
▶ Federation - pending	<u>\$ 250.00</u>
▶ Total	\$2,057.00

Slide #18 - Profit/Loss

▶ Cost per new dancer	\$ 74.22
▶ Revenue per new dancer	\$ 82.28*
▶ Net benefit per new dancer	\$ 8.06**
▶ Net Profit	\$ 201.29

Slide #19 - Reducing Costs

▶ A larger distribution	
▶ 2,500 @ 45¢ ea	\$1,125
▶ 5,000 @ 37¢ ea	\$1,850
▶ 10,000 @ 35¢ ea	\$3,500
▶ 25,000 @ 33¢ ea	\$8,250
▶ 50,000 @ 31¢ ea	\$15,500
▶ Plus HST	

Slide #20 - Special Offer

- ▶ Standard background and layout
- ▶ Modify wording to reflect local information
- ▶ Bulk rate will still apply

Slide #21 - Cost Recovery 50,000 post cards

- ▶ 1% response rate
- ▶ 500 new dancers
- ▶ cost of \$31 per dancer
- ▶ Fully recoverable on registration

- ▶ .5% response rate
- ▶ 250 new dancers
- ▶ cost of \$62 per new dancer
- ▶ Fully recoverable on registration.

Slide #22 - Comparables

- ▶ How much is your club currently spending per new dancer recruited and registered?
- ▶ Is your recruiting campaign producing the results that you want?