

There has been a lot of talk over the past years that Square Dancing is dropping in popularity. Our numbers are down in a lot of places and we are having a difficult time enticing new people to take up the activity.

There are many reasons given for this, but one of the major things we are hearing is that it takes too long to learn. People are unwilling today to devote 30 weeks in order to learn enough to enable them to dance outside their learner club.

The Rio Grande Valley Callers Association has developed a marketing idea that just might work. It is based around having three introductory dances labelled A, B and C. At each of the three dances you would teach a common group of calls.

The common calls are (in alphabetical order):

Allemande Left, Circle Left and Right, Courtesy Turn, Dancer Naming – Partner, Corner, Heads, Sides, Couple #1, #2, #3, #4, Dosado, Forward & Back, Pass Thru, Promenade (Full, ½), Right & Left Grand, Stars (Right-Hand, Left-Hand), Swing, Weave The Ring.

Then you would teach calls that are specific to each dance.

The “A” dance calls (in alphabetical order):

Arm Turns, Bend The Line, Couples Circulate, Lead Right, Veer Left, Veer Right.

The “B” dance calls (in alphabetical order):

California Twirl, Right & Left Thru, Rollaway, Star Thru.

The “C” dance calls (in alphabetical order):

Grand Square, Ladies Chain Family (Two Ladies Chain, Four Ladies Chain), Separate Around 1, Split Two.

The idea is that you run these three dances one after another. They can be run on three consecutive weeks, three consecutive days (a long weekend), etc. The most common will probably be three consecutive weeks. The major attraction is that new people can be admitted to each dance. The dancers that repeat will get reinforcement on the common calls and enjoy a different set of calls each week in the specific call list. The specific calls are *only* taught and called at the dance they are specific to.

This set of three dances can be run as long as you want or need to. Because new people can be admitted to each dance, you could run it for as long as it takes to build up a group to carry on with.

Then What

There are many, many options depending on the situation and what you can get people to agree to do. Here are a few.

- You could even run it continuously forever!
- You could run ABC dances using only the calls taught in the three weeks.
- You could teach the group enough calls to dance a limited program that you could teach in about 10 weeks (more on this next month).
- You could teach the group to dance the Mainstream 53 calls (the old “Basic” list).

The whole idea is to get people into the Square Dance activity and get them enthused about Square Dancing.

This is not a Program – it is a marketing strategy! Instead of only having about three weeks in an entire year when we can accept new people, we can widen the window for as long as we want to or need to!

For more complete information, go to:

www.squaredanceabc.com