

Ideas for Promoting Clubs & Lessons

Thinking Outside the Box

Printed Flyers

Post on Bulletin Boards for Community Notices

*Chamber of Commerce

Local Visitor Bureaus

VFW

Elks

American Legions

Music Stores

Hair care establishments

Dance studios

Gyms

Libraries

Schools

Rural or private schools

Craft Shows

Casinos

Wineries

Brewpubs

Breweries

Restaurants

Coffee Shops (Starbucks & ones with interior tables)

Churches

Home School Groups – many are associated with churches

Local Delis & family-owned restaurants (Chains usually need permission and say "No")

Jamba Juice

Grocery Stores (local family owned ones. Also most Fred Meyers & Safeway stores have boards)

Car Shops (Les Schwab, dealerships, body shops)

Golf Courses - many require ads to be 5x7" or less - They also respond better to a golfer

Country Clubs - if you know a member, ask them to take the flyer in to their service desk

Medical establishments reference: <https://www.wvsquaredance.org/health.html> or

<https://nexgen-sd.org/health-benefits.html>

Senior Centers and Retirement Homes

Hotels

Other Clubs you belong to

**ask if your venue is a member of the Chamber of Commerce. Many Chambers mail weekly advertising out to their member business. They might include your flyer if your venue is a member.*

Make flyers to take around local neighborhood homes and leave them sticking out under doormats or rubber banded to doorknobs. Include a "Gift Certificate" for a free lesson

Post Cards - instead of printing full sheet flyers, consider post cards. Put a fun picture on the



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front and your information on the back. Post cards are easy to carry and put up. Some places may allow you to leave a stack on a table. They are relatively inexpensive to print - checking on line it looks like you can get 500 for as little as \$22.89 - another place indicated \$85 for 2500

Business Cards - are easy to hand out and while small, can convey a lot of information when using both sides. Some business may prefer these - looks like you can get 500 for around \$20

Personal Invites - the personal invite is always the best - a card, an email, a letter.....include a coupon (post card or business card size) for a free lesson to entice them to come

For the next suggestions, be creative in your wording - BUT remember people are only going to have a few moments to see your sign as they drive by so use minimal words with a large easy to read font. Think about what colors will be the most visible -- Black, Red, Blue - maybe a touch of yellow to catch the eye.

Vinyl large banners - can be expensive (\$200+) so make your banner generic (for example lessons start 2nd Sunday in January) so it can be used yearly

Place banner on the street side of the building you dance in (check city ordinances)

Banner on the fence around your venue

Display on your city's signposts if they have one (Tualatin has signposts)

Purchase yard signs

24"x18" - with metal posts - place along the road, members; yards, or in front of your venue - these can also be reused if you use generic dates - for example "lessons start on 2nd Sunday in January"

In 2023, Office Depot shows prices start at \$17.99

Magnetic car signs

Appear to cost \$24-40 dollars per sign. Once again, use color and be brief!

Sign Board outside of your venue

Sign Board outside of other businesses - they may charge but then again, it may be free

Same Day Signs (samedayssign.net) is also a reputable source for these items.

Digital Advertising

OFN – IT'S FREE! Ofn.club - - if you need help creating or placing your flyers, ask...kathy@4roberts.us

Facebook: Oregon Federation of Square and Round Dance Clubs Facebook Page

...Create a club Facebook "Page" - this is FB's way of helping to promote businesses

....To create your page, think of three key/search words to identify your club, i.e., "Western Dance, music, exercise, family activity, patterned dancing, friendship, etc.

...posts on a "Page" can be boosted for as little as \$5 - this means FB allows it to reach more people than your page normally would.

...If you chose to create a FB page for your club, be sure to post your flyers on your page, on the Federation's page, and your own personal page for maximum exposure

...ask friends to "Share" your posts. If a post is shared, it will appear on you're the wall of your friends. If it is "liked" it will only appear on the wall of people that the two of you have in common

...Use color on your posts - don't just write a few lines of text talking about your dance - take time to create a "flyer" with color & graphics. Color catches attention - text is easily ignored

OregonLive (50 words or less): www.oregonlive.com - this needs to be done 4 weeks

before your lessons. They will preview your flyer and decide whether or not they will include it in the events' section

Local newspapers - check to see if they have a digital issue.

...Ask them to send out a reporter for a human interest story. Be sure you emphasize "Human Interest". Let them know something special about your club, how long it has been around, whether it is a family club, a couples' club, or....., if you have kids in your club, let them know the age of the oldest & youngest - mention how it helps them with their physical activities, find out what type of careers your club members have or something else that might be interesting and include it in your email to the paper. Mention how your club survived Covid and what steps you are all taking now.....

...some local newspapers have a calendar section where you can post information for free. Include your club name, venue, date & time of your lessons

City Events Bulletin Boards - some cities have electronic bulletin boards for events

Nextdoor App - a lot of the areas have a "Nextdoor App" where you can read about and share what is going on in your area. If you use Nextdoor, put your flyer promoting lessons in the Ad Section - if you put it in the General Section, they will delete it

Local Radio or TV stations - there are several that will promote your events for free

Craig's List - you will need to "create a posting" and create an account. It's easy and it's free for Multnomah, Washington, Clackamas, Yamhill Counties, North Coast, Columbia Gorge, and Clark/Cowlitz WA. Click on one location. The next screen will ask what type of posting - at the bottom is an "Event/Class" category. Next Screen "I'm advertising a class or training session" . Following screen will give you the opportunity to enter all of the details. Make sure you keep your phone # and email options private - if you receive any emails about your lessons, Craigs List will forward it to you with your identity hidden. The next page will allow you to post your flyer.

Demo Dances – (Be sure to invite a local area reporter --- human interest event)

County or State Fair

Beaches

Campgrounds

City parks

Chamber of Commerce Events

Elks

VFW

American Legion

Community Colleges

Private or Rural Schools

½ Time Football Games

Bars

Casinos

Area festivals – Hop & Heritage Festivals, Oktoberfest Celebrations, Christmas

Bazaars – Churches, Christmas or craft fairs

Flash mob style demo dances in malls or city centers

Zoo