

▼ First Mondays

▼ Purpose

- Provide a marketing opportunity for the Wilde Bunch every month
- Show new dancers what a fun group we are
- Build a list of potential students for new class
- Provide variety for the Wilde Bunch
- To provide a dance and social opportunity for people who can't commit to every Monday

▼ What First Mondays should be like

- Focus on guests (for at least the first hour)

▼ Variety of dancing (not just 3 or 4 "first nighter" squares)

- Big circle mixers
- Sicilian Circles
- Longways (Virginia Reel-ish)
- Traditional Squares
- Easy Contras
- Easy line dances
- The Barn Dance and other similar dances
- Non-stop dancing for the first hour
- Every experienced dancer tip gets a singing call (reason: more fun for guests to listen to)

▼ At the door

▼ Someone should be sitting there for at least the first 15 minutes

- Welcome guests
- Give them a name badge

▼ Collect contact information (and info about how they heard about us)

- If they came with one of our dancers, collect that info; maybe we can start giving recognition to people who bring a lot of guests

▼ Give them something to take away

▼ At least a card or flyer with the start date for the next class and the WB's URL

- This means we need to decide that date early
- Maybe a decorative refrigerator magnet to remind them of the WB
- We should look prepared, like this is a regular activity that we do, and welcoming. Maybe we need a sign of some sort in the lobby
- It would be nice to have someone notice when a guest leaves, and make sure to say goodbye and invite them back next month.

▼ During announcements

▼ Welcome guests first

- Announce when the next class starts
- Invite them back next month
- Remind dancers (and let guests know) about the flyers for all the events around the country. Reason: we want guests to know that learning to square dance opens up all kinds of social and travel opportunities...without belaboring it...just referencing the flyers.

▼ Possible Schedule

- For this to work, we need really short tips
- Tip 1: Review for class dancers. At this point, we may not know if we have any guests. Plus it gives guests a chance to see what we do in the class. Keep it short and do a singer.
- Tip 2: Guest
- Tip 3: Guest (variety dance)
- Tip 4: Short MS (we should have room if we're not taking any breaks; this gives us another chance to showcase fun music)
- Tip 5: Guest (variety dance)
- Announcements
- Tip 5: Guest (end guest tips with a square)
- Tip 6: Class
- Tip 7: MS
- Tip 8: Class
- Tip 9: Plus