

Square Dance ABC in Minnesota

Square Dance ABC is a dance for people to try square dancing--no commitment! Square Dance ABC sells dancing, not "lessons."

Interested folks can attend any dance, any day or evening, any location. The dances are "stand-alone" dances. Not consecutive! No need to attend them in ABC order! No need to go to the same location! After they have danced all three dances in any order, they can dance 22 calls. Newcomers are constantly welcome, and returnees get a slightly different dance than they got last time.

These will be 25 different dances called by a number of different callers, plus there will be a version of ABC dancing at the Minnesota State Fair.

The Square Dance ABC website notes: "Starting in 1998, Callerlab spent many thousands of dollars on market research. The research shows most people will try a square dance but will not commit to a lengthy class. Non-dancers do not want the commitment, and they do not want the costumes. They will, however, buy into the fun, fitness and friendship of square dancing."

Square Dance ABC is about "trying" square dance, not about signing up for lessons or joining "your" club. At these ABC dances, have a variety of ABC flyers and lesson flyers available on a table. Have pens available. All items should be "subtle" invitations to the newcomers to join square dancing somewhere. If they ask for details, share!

As you visit with the newcomers, invite them to join "square dancing," not just "your club." Offer them information about square dancing in general. If "your" ABC dance is fun and if they live close to "your" club, they may join "your" classes--IF they're interested in pursuing the pastime of square dancing.

If they live closer to another club's classes, they'll probably want to attend those classes. That's great! Your club will benefit when they come to dance at your club's regular dances. Don't assume that all attendees are students for upcoming classes. "Recruiting" makes them uncomfortable. Keep the dances filled with light-hearted fun. Have so much fun that they WANT to return, that they WANT to attend classes!

Invite people to come square dance. DON'T invite them to a "class" or a "set of lessons" or an "introduction" or anything like that. These dances are just a fun and easy square dance, no experience required. The Square Dance ABC approach is teach a little, dance a lot! Hopefully, by selling new people on the idea of dancing (instead of classes), we can get more people to try square dancing.

Aug. 2, 9, 16--St. Andrew Lutheran Church--Eden Prairie, 7 PM, 13600 Technology Drive

August 3, 17, 24--Gillespie Center--Mound, 7 PM, 2590 Commerce Blvd.

Aug. 17, 24, 31--Bloomington Lutheran Church, 7 PM, 9350 Portland Ave. South

Aug. 17, 24, 31--Coon Rapids Methodist Church, 7 PM, 10506 Hanson Blvd. NW

Aug. 27-Sept 4--Minnesota State Fair Education Stage, various times

Sept. 2--Wadena, Call Linda @218-894-3946 for details.

Sept. 13, 20, 27--Stillwater School, 7 PM, Call 651-731-2026 or 651-774-6489 for exact location

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Sept. 16, 23, 30-- Plymouth at Zachary Lane Elementary School, 4350 Zachary Lane North,
6:30 PM

Sept. 21--Apple Valley Comm. of Christ Fellowship Hall, 7 PM, 5990 134th Street Court

For more details and flyers, go to www.squaredanceminnesota.com: "Come Dance With Us" or call 952-472-0006.

Square Dance ABC is a dance for people to "try" square dancing with no commitment attached! Be there to share the fun and fellowship with them! Laugh and exercise together! Wear casual clothes and have fun!