

## Summary of survey results ~ RSCDS SW Washington State Branch ~ August 2018

### **What we already do well:**

- Fun
- Encouragement by other dancers
- Music
- Challenge of learning dances and technique
- Camaraderie
- Offer more than one class per week
- Offer classes for differing abilities
- Teach dances from upcoming dance programs
- Offer a variety of dance events
- Offer a good number of dance events
- Summer picnic
- Test dances for new RSCDS books

### **What is important to dancers:**

- Move to music
- Improving skills
- Health benefits
- Relaxation
- Camaraderie
- Music

### **What affects class attendance:**

- Busyness of life
- Nights that classes are offered
- Location of classes
- Physical difficulties
- Challenge level of classes

### **What we could do better/differently:**

- Provide cards/flyers of class info to take and hand out
- Mentoring of new dancers
- More diversity in classes (age, race, etc.)
- Dedicated class for beginners
- Coupons for free classes
- Coordinate class content between classes/teachers
- Repeat dances more
- Offer advanced class that has ability standard
- Teach core dances that are popular world-wide
- Offer pre-paid class card
- Put more challenging dances on dance programs
- Put more easy dances on dance programs
- Prepare out-of-town guests for our dances
- Help overcome student fears of attending dances
- Be welcoming of newer dancers, rather than dancing only with friends
- Provide opportunities for local devisers to test dances
- Arrange group social activities
- Arrange group travel to dance events outside our area
- Socialize after classes
- Special dance projects like Virtual Festival video
- Demo team
- Partner more with Portland Branch
- Partner with other Scottish organizations
- Include more dancers in running Branch activities
- Home discussion groups
- Teach dancers how to read cribs/diagrams
- Be attentive to recognizing people who help with Branch activities
- Offer incentives to encourage local dancers to join our Branch
- Provide crib sheets/booklets at dances

**Recruiting new dancers:**

- Demos in community
- Homeschoolers
- Videos/photos on website
- Get new dancer contact info; follow up with them with encouragement and resources
- Let people know why we love SCD
- Hold classes where we can be seen by others
- Survey target audience
- Demos/audience participation at highland games/Renaissance and Celtic fairs
- Hold classes where other adult classes are held
- Free ads in newspaper
- Info to newcomers
- Meetup group
- Dedicated beginner class before intermediate class
- Promote 5<sup>th</sup> Tuesdays
- Contest to award free classes to new dancers
- TV and news coverage of SCD
- Partner with other local folk dance forms
- Word of mouth
- Facebook page
- Website
- List ourselves on community dance websites
- Dance in the park
- Advertise on third-party websites and social blogs
- Post flyers

**Revenue source ideas:**

- Bake sale
- Cut teacher pay
- Gain new dancers
- Corporate sponsors
- Government/foundation grants
- Kickstarter event
- Rummage sale
- Raffle
- More paid demos
- Charge more for dances
- Promote our Branch at PHG ceilidh
- Special events like Scottish Afternoon
- Ask for donations