



February 2, 2020

Two Recent January Basic Blasts

In the past, we've reported on several efforts of T&D member clubs to extend the recruitment of new dancers beyond annual open houses in Sept. Community dances and basic blasts are two strategies for mid-season recruitment. Summaries have been posted on our [Resources](#) page. The blasts seem particularly effective, in they allow new dancers to be incorporated into an on-going Basic/Mainstream class, without disrupting the existing dancers. They differ from open houses, in that they're longer, and usually involve a workshop fee. Here is a link to the [Guelph flyer](#) for reference.

Here are two reports of recent basic blasts from Judy Greenhill in Guelph and Jean Lander in Peterborough.

GUELPH:

The Blast in Guelph was somewhat of a success. 15 of 16 people who had signed up actually came-the one who didn't was sick. Several of our class members from our 1st term class came out for review, and other Club members came out to be angels. We had 4 squares dancing most of the day. Everybody had a great time, and I think one or 2 people joined, or are planning to join-other Clubs in the area, but I'm not sure of this. We only had 2 people from the Blast sign up for our 2nd term of classes, but 2 is better than none. Since the class is run through the school board Continuing Education, as long as we get sufficient people signed up there's no downside for us to run the Blast-it doesn't cost our Club anything except a bit for tea and coffee. We will probably continue to offer it next year.

Judy

PETERBOROUGH:

Our blast was very successful. We have 9 new dancers who are coming out to our Monday club nights. In total 13 brand new dancers signed up for classes. However due to illness, some missed the first Saturday. They came the second but were rather lost and we hope some will return in September if we keep in touch with them.

We had first-year dancers from Triangle Squares, Happy Hoppers, Cloverleaves and Lakeshore Waves. The first week we had 7 squares and the second 6 squares, due probably to the snowstorm. We could have done with more angels the second week but we got by.

We were disappointed that more of our new September dancers did not come. I am wondering if they had been offered half price if that would have got them out. Full mainstream and above dancers were free.

Most came by personal invitation but we did have some signs up from our advertising. I have not yet asked these 9 dancers who came through friends or advertising.
jean

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