

November 11, 2014

SDM Members:

We continue our progress in establishing Square Dance Minnesota, Inc. (SDM). On November 1, 2014, SDM submitted its Form 1023 to the Internal Revenue Service along with the group exemption letter for those that chose to be charter members. The documents have been received and now we need to be patient as the documentation is reviewed and approved.


SDM also launched its website www.squaredancemn.com and continues to add information. Please review the calendar for your dance listings to ensure accuracy, let us know if anything needs to be corrected. Also, please send your dance listings for your planned events to squaredancemn@aol.com. If you have fliers they can be attached to the listing and you can also include the cost of your dances. Be sure to include anything else that you might want included in the listing. Please note that the calendar is not just for SDM organizations but includes many other clubs. We plan on continuing this as a means to promote square dancing throughout the area.

SDM needs a logo. Please get the word out to your membership that everyone is encouraged to try their hand at developing a logo. Please have the individual send them to me by December 11, 2014, either via e-mail at lelfmann@aol.com or by mail to: 741 Gowan Ave NW, Maple Lake, MN 55358-4516. The SDM Board will review the submissions and decide which will be adopted as the official logo. The individual who submits the winning logo will receive a free 2016 SDM membership.

The Board is working on a "Strategic Plan" for the future, which includes a marketing and communications plan. We would be interested in any ideas that anyone may have in this area. Attached is a worksheet that may assist in formalizing your ideas which can be sent to me (see above) or presented at the next Board Meeting (see below).

SDM's next quarterly Board meeting is scheduled for Saturday, December 13, 2014, from 3:30 to 5:30 pm at the Paynesville Elementary School, 100 W Mill St, Paynesville, MN 56362-1441. Potluck lunch after the meeting and the Koronis Nite Owls have a scheduled dance, with Larry Johansen calling, so plan on staying for the evening. All members are welcome and encouraged to attend.

Please share this with all of your club members either via e-mail or posting at your dances. Look forward to hearing from you and seeing everyone in a square!


LeRoy Elfmann
Chair, SDM

MARKETING AND COMMUNICATION PLAN

What groups do we need to serve most?	What do they need to hear from us?	What is the best way to find and communicate with them?	When will we communicate with them? How often?	How will we know if they have heard our message?
<i>Try to divide your audience into groups – service users, community leaders, funders, etc. There may be several groups but they will need you to communicate slightly different messages to them.</i>	<i>What need do they have? What problem can you solve for them?</i> <i>In the case of community leaders, etc., what do they need to hear about us?</i>	<i>Where are they? Do they communicate online? In person? Are there networking groups, events, or trainings that you can participate in to give an opportunity to communicate with them?</i>	<i>Will you reach out to them daily? Hold networking events once a month? Hold a supporter's luncheon? Send out a quarterly newsletter?</i>	<i>If this works, how will you know they have heard you? What will success look like?</i>
13 to 18 years				
18 to 25 years				
25 to 50 years				
50 to 65 years				
65 to 85 years				

- Teenagers = 13 to 18 years old.
- Young adults = 18 to 25 years old.
- Adults with young children = 25 to 50 years old.
- Adults Empty nesters = 50 to 65 years old.
- Seniors Retires = 65 to 85 years old.