

## RSCDS Health Strategy: Campaign Evaluation

In order to assess the effectiveness of the Health Strategy we are asking Branches and Affiliated Groups to carefully monitor and record recruitment activity related to the campaign.

Please share your experiences and tell us what worked well in your area and what proved to be less successful. To assist you in that process, please use the form below for reporting your activity and outcomes. In addition, a short New Dancer Questionnaire (template supplied) is included to record key information from new dance recruits; this should be filled in by, or completed on behalf of, each new class attendee upon registration.

With your help, all of this information will provide a clearer picture of the promotion's reach and overall results. Thank you.

**Name of Branch / Affiliated Group:** .....

### Targets

Tell us where your activities were concentrated *eg local health centre, lunch club, charity organisation etc.*

### Posters

Please list where the campaign posters were placed.

### Flyers

Please list where the campaign flyers were displayed and distributed.

**Contacts**

Please list new community contacts / partnerships made as a result of the promotion.

**Recruitment**

*Please ensure a robust system is in place to record, handle and follow-up enquiries. Don't forget the New Dancer questionnaire designed for feedback from new dancers.*

What was the total number of enquiries?

How many enquiries could be attributed to the campaign?

How many new dancers were recruited?

How many have become RSCDS members?

**Comments**

Please use this section to give an overview and assessment of the impact of the campaign in your area. *For example: was it considered to be a productive exercise; was the health message a compulsive one; were there increased expressions of interest and awareness of Scottish country dancing etc.*

***Please return this Evaluation (and New Dancer Questionnaires) at the end of your 2012/2013 dancing year to: RSCDS Marketing Officer, 12 Coates Crescent, Edinburgh, EH3 7AF***

***or email: [marketing@rscds.org](mailto:marketing@rscds.org)***