

RSCDS Health Strategy Pack (A vital marketing tool for Branches and Affiliated Groups)

Encouraging more people into Scottish country dancing is challenging for many Branches and Affiliated Groups. Did you know, however, that there is now strong research evidence that Scottish country dancing has a vital role to play in the health and well-being of a nation? Converting new dancers into RSCDS members can be even more challenging; it is also, however, an essential part of safeguarding Scottish country dancing for future generations.

To assist in your recruitment of new dancers, and in the light of recent positive research evidence and the upsurge of interest in dancing of all kinds, the RSCDS has launched a marketing strategy and invites you to participate in this campaign to get more people with health-related problems country dancing.

This Marketing Pack provides all the tools you need for the job:

- **“The RSCDS Health Strategy”** – This describes the aims of the Strategy, suggestions on how to get things going in your area, how to help us monitor the impact of your efforts and how, with your help, we will evaluate our success.
- The **“Health Benefits of Scottish country dancing”** – This is of particular use in targeting GP surgeries and health centres, local council services, voluntary organisations such as the British Heart Foundation and self-help groups.
- **Letters of endorsement** from the Scottish Parliament’s First Minister, Alex Salmond, and from Gil Paterson, Member of the Scottish Parliament, confirming all-party support – also of particular use in eliciting and engaging local support. Could you request the same endorsement from your leading politicians and/or significant bodies?
- Your **campaign tools** – Two A4 campaign poster samples*, an A5 campaign leaflet sample* and two RSCDS recruitment leaflet samples* - these promotional materials should be distributed as widely and prominently as possible. Where, in your area, do people gather who might want to get fitter, have fun and find friendship?
- **Campaign Evaluation and New Dancer Questionnaire templates** – The Evaluation sheet should be used by your Branch or Affiliated Group to record and assess the impact of your campaign. The New Dancer questionnaire should be completed for each new class participant. At the end of the 2012/13 dancing year, your Evaluation and completed Questionnaires should be returned for campaign-wide analysis to the RSCDS Marketing Officer at Coates Crescent, Edinburgh (full address on Evaluation sheet) or by email: marketing@rscds.org

A supply of items (marked *) can be sent to you if you contact Coates Crescent with your requirements. Alternatively, the files for the campaign materials can be made available on request for you to arrange to have printed locally. Email: cecile.hascoet@rscds.org

Please also let Cécile know if you are joining our campaign so she can record your Branch or Affiliated Group on a special campaign register. How possible is it to get 1,000 new RSCDS members in one dancing year? Keep us informed of your successes and we will add them to a Membership Monitor, which will be displayed on the website throughout the dancing year.

We hope your Branch or Affiliated Group will engage enthusiastically with the campaign, help build a healthier population and get more people Scottish country dancing worldwide.