

2016 MCASD GRANT Application

Feb. 1, 2016

Dear MCASD Member Club Presidents, Delegates and Lesson Coordinators:

The Metropolitan Chicago Association of Square Dancers, in conjunction with the State Council of Illinois Square Dance Associations, is pleased to offer, for a second year, a Grant Program to all MCASD member clubs planning to offer square dance lessons in Fall 2016. Clubs who successfully complete the application will be awarded \$200 from MCASD and \$200 from SCISDA.

With the Grant, we hope to encourage MCASD member clubs to pull together dedicated club members into a team. Each team's mission will be to help clubs attract new dancers to 'Intro to Square Dance' parties, then to lessons and ultimately as members of your clubs. The side benefit of the Grant is to, we hope, encourage Clubs to try new approaches to attracting, recruiting and retaining new square dancers.

This year's application has raised the proverbial bar a little higher than last year. **One new addition is a website requirement for MCASD member clubs.** Our research has shown that people turn to the Internet to learn more about activities they're interested in. Not to worry, though: we have provided info about free web-building sites, and you can reach out to MCASD for advice and guidance.

Another new addition is a requirement for Clubs to send at least two members to attend Educational Sessions during this summer's Illinois Square Dance Convention. The topics being considered dovetail perfectly with our mission to keep the activity alive.

In return for your hard work on the Grant application, MCASD will work at the Association level to promote square dance in the Chicago area. We will publicize the info about your upcoming Intro parties and lesson start dates on the SquareDanceChicago.com website and MCASD Facebook page. We will create and share lesson maps, lists, and new dancer event information.

As a resource, we have created an online MCASD Toolbox filled with handy ideas, templates for flyers and press releases, posters, lesson handouts and more. Your first stop in your Square Dance journey this year should be to explore the Toolbox, at SDRevival.shutterfly.com. The Grant Application can be downloaded as a Word or PDF document from this site.

We look forward to working with you this year as you plan for Fall 2016's new beginnings.



Sincerely,

Frankie Terry
MCASD President

MCASD Grant Committee
Janice Cha
Jules Heinemann
Marilyn Heinemann
Christine Steffy

2016 MCASD GRANT Application

OVERVIEW

Welcome to the MCASD Grant Program, the 2016 edition. The Metropolitan Chicago Association of Square Dancers first created the Grant in 2015 to help Member Clubs better promote the activity and attract new people to square dance lessons.

Parameters

- **Only MCASD Member Clubs planning to offer Square Dance Lessons** during the 2016-'17 dance year are eligible to apply for the grant. (An MCASD dance year runs August 1 through July 31).
- **Clubs may only apply for the grant one time per dance year.**
- **If two or more clubs team up to host an Intro to SD Party** and together apply for the grant, one club must act as “sponsor” club, responsible for filling out the application and serving as the main contact. The sponsor club will be the club to receive the grant money.
- **Clubs applying for the grant will need to either set up a website** (if they don't have one), or refresh their existing website. The goal for website launches or initial updates is June 30, 2016.
- **Clubs will be expected to send delegates to attend Educational Sessions** taking place at the 33rd Illinois Square & Round Dance Convention, taking place July 29-31, 2016.
- **Clubs will be expected to increase their marketing outreach plans** from previous years. Each club should review their Grant applications from 2015 to determine what they can add or improve upon for 2016.

Three-Step Application Process

MCASD has created a three-step Grant application process. The deadlines have been extended compared to 2015. Each Step has been designed to help your club members focus their talents and energies on working to promote your square dance program to future new dancers. In return, the information you provide about lessons, intro parties and outreach events will be used by MCASD to promote square dancing via the MCASD website, Facebook and beyond.

The Grant Committee will meet in early July to review Step 2 Applications, due June 30. Successful applicants will be those who demonstrate additional effort in terms of teamwork, outreach, promotional materials and updates to their social media and Internet presences. **Clubs that successfully complete and submit the Grant application by the deadlines, and demonstrate their efforts in the form of supporting materials, will be awarded Grant money, in the form of \$200 from MCASD and an additional \$200 from SCISDA.**

MCASD Support

MCASD will provide Marketing and Promotion guidelines that clubs can use as they see fit. Guidelines, flyer templates, deadlines and application forms will be posted online at the MCASD TOOLBOX, found online at <https://SDrevival.shutterfly.com/>. In addition, MCASD's Grant Committee members are willing to provide advice, tips and guidance on websites, flyers and more.

TIMELINE

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|-----------------|---|
| • MAY 15, 2016 | Grant Application due |
| • JUNE 30, 2016 | Progress Report & Website Launch/Overhaul due |
| • Fall 2016 | YOUR CLUB'S INTRO TO SD PARTY |
| • SEPT-OCT 2016 | Party Report due (two weeks after start of lessons) |
| • OCT-NOV 2016 | MCASD & SCISDA send qualifying clubs Grant money. |

HOW TO SUBMIT EACH STEP

a. **MAIL** print-outs of Grant Application, Progress Report + supporting materials, and Event Report + supporting materials to: *MCASD Grant Program, c/o Cha, 8924 Olcott, Morton Grove, IL 60053.*

b. **AND** (to keep the Grant Committee in the loop), please **EMAIL** applications (ideally as Word or PDF docs) to all Grant Committee members: Janice Cha, janice.cha@sbcglobal.net; Jules & Marilyn Heinemann, extra15@comcast.net; Christine Steffy, sillydog56@sbcglobal.net.

The Internet's The Thing in 2016

The goal of 2016's Grant Program is to ensure ALL MCASD member clubs have an active presence on the Internet. From website to Facebook, the Internet is critical to attracting and retaining new and future dancers. In 2015, we learned one of the single biggest methods for Clubs to attract new dancers was the presence of a Club website. These days, an organization without a website is the equivalent of a business without a phone number.

HELLO, CLUB WEBSITES



If your club already has a website, the Grant committee will be happy to review the site and make suggestions to help the site look up to date. Your supporting materials could include Before and After screenshots from your website to demonstrate progress.

If your club does not have a website, you will need to create one. (Don't panic!) Below we have listed links that will give information about how to create a free website using Wix.com or Weebly.com. Also, MCASD Webmasters Brian and Christine are willing to offer advice and guidance. Since each club has individual operations, needs and requirements, MCASD will not be able to create or maintain individual club websites.

A basic Square Dance club website would include your club's 2016-17 dance schedule, information about Lessons (dates, times, cost, contact info) and Club contact info. Your website should also include a link to MCASD's page – squaredancechicago.com, and a link to MCASD's or your club's Facebook page.

Website Q&A

Q: How do we make a website for our club?

A: www.wix.com or www.weebly.com both have free and very easy-to-use templates to get you started.

Q: What website template can I use for my club?

A: www.wix.com/website/templates/html/community-education/religion-non-profit/1

LET'S GET SOCIAL!



Facebook is a free, easy way to interact with other square dancers. In the Chicago area, we're using a Facebook Group called Square Dance Chicago as our 'electronic bulletin board.' The Group can be found at www.facebook.com/groups/squaredancechicago. Topics such as your club's upcoming dances, club news, last-minute dance changes or cancellations can all be found here.

The MCASD Grant committee encourages applicants to choose one person from your club to post weekly Facebook updates to the Square Dance Chicago Facebook Group, as well as keep track of what other clubs have posted.

Meanwhile, MCASD will use its Official Facebook Page, www.facebook.com/squaredancechicago, for outreach. Here's where MCASD posts information about Square Dance in general, upcoming Intro parties, lessons, and also the Illinois Square Dance Convention. The MCASD Page is what you see on the home page of the MCASD Website, www.squaredancechicago.com. We hope all Clubs' Facebook-using members will be sure to 'LIKE' this page.

If you have questions about Facebook, contact Janice Cha.

Step 1

PROPOSAL

Due May 15, 2016

CLUB NAME	
GRANT Coordinator	Name: Email: Tel: MAILING ADDRESS:
Intro Party	Date: Time: <i>Tip: some clubs find that an Intro Party held on a day DIFFERENT than regular lessons will boost the "party!" feeling among club members and attendees.</i>
Intro Party Location	Venue name: Address:
Caller	
Sponsor Club	
Partner Clubs (optional)	

Online Status Report

Club website	URL <i>(if no website yet, what are your club's plans?)</i>
Webmaster	Name + Email
Club Facebook Page (optional)	URL
Club Facebook Page administrator, or main FB user	Name + Email

Members of your club's promotion team	NAMES + EMAILS Promoting square dance requires the enthusiasm and support of many people to succeed. Who's on your team? <i>Please provide names and emails of your club's Grant Team members on separate page.</i>
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HOW TO SUBMIT:

- a. Please MAIL Grant Application STEP 1/ PROPOSAL to:
MCASD Grant Program, c/o Cha, 8924 Olcott, Morton Grove, IL 60053.
- b. Send Step 1 electronically via EMAIL. Applications must be sent to all Grant Committee members: Janice Cha, janice.cha@sbcglobal.net; Jules & Marilyn Heinemann, extra15@comcast.net; Christine Steffy, sillydog56@sbcglobal.net.

Deadline: MAY 15, 2016

Step 2

PROGRESS REPORT

Due June 30, 2016

CLUB NAME	
INTRO PARTY Date & Time	
INTRO PARTY Location (venue name, address)	
LESSONS Start Date & Time	
LESSONS location (address)	
LESSONS instructor	
LESSONS cost for (how many) weeks	

Summer 2016 Marketing Plan

Summer SD OUTREACH Schedule	Please provide a tentative schedule of your club’s promotion team planning meetings, board meetings where the Grant is discussed, demos at late-summer festivals, farmers markets, libraries or park districts; poster-ing outreach events, etc. PLEASE USE SEPARATE PAGE.
Club Business card	<i>(please attach)</i> MCASD strongly encourages clubs to have club business cards professionally printed. The business card should include your club name, website, contact name, phone and email, and if possible, a photo or design. Vistaprint.com offers business cards for as little as \$5+shipping for 250 cards.
SD Demos	Date, time, address, website, event – MCASD will use this info to promote your event via Facebook <i>(please attach flyer)</i>
Draft of INTRO PARTY Flyer	<i>(please attach)</i> <i>TIP: See the MCASD Toolbox for fun flyer templates</i>
Draft of LESSONS Flyer	<i>(please attach)</i>
2016 Illinois SD Convention Educational Sessions	<i>Names of your club’s Grant Team members—at least 2—who will attend Educational Sessions during the 2016 Illinois SD Convention)</i> 1. <i>Name + email</i> 2. <i>Name + email</i>

Summer 2016 Internet Update

Website launch/update	<i>(date of launch/update + web address)</i>
Facebook update	<i>(if Page, number of LIKES; if using SDChicago Group, cut-paste of sample posts...)</i>
Other Internet?	<i>(Meet-up...)</i>

HOW TO SUBMIT:

- a. Please MAIL Grant Application STEP 2/ PROGRESS REPORT plus supporting materials to:
MCASD Grant Program, c/o Cha, 8924 Olcott, Morton Grove, IL 60053.
- b. Send Step 2 electronically via EMAIL. Applications must be sent to all Grant Committee members: Janice Cha, janice.cha@sbcglobal.net; Jules & Marilyn Heinemann, extra15@comcast.net; and Christine Steffy, sillydog56@sbcglobal.net.

Step 3

PARTY & LESSON REPORT

Due SEPTEMBER 2016--> approx. 2 weeks after lessons start)

CLUB NAME	
Intro Party Date + Location	
Event FLYERS	<i>Please attach copies of flyers used to promote your Intro party, lessons, club, etc.</i>
List places flyers were posted	<i>How and where were flyers distributed? How many many flyers (approx) were distributed?</i>
2016 Illinois SD Convention Educational Sessions	<i>Names of your Club's Grant Team members who attended Educational Sessions during the Illinois SD Convention + Titles of Educational Sessions attended by each person during Illinois SD Convention. (Please use separate page)</i>
Media coverage	<i>(please attach copy of each article or media mention)</i>
Other outreach	<i>(please attach photos, flyers, descriptions of all outreach your club did to promote the party and lessons. Photos are good, too!)</i>

New Dancer-Friendly Dances Hosted by your Club (MCASD will use to create master list)

Your club's new dancer dances in '16-'17	Date: Time: Caller: Address:
Your club's new dancer dances in '16-'17	Date: Time: Caller: Address:

	PARTY Attendees (head count)	LESSON Attendees (head count at 2nd lesson)
New-to-SD Attendees		
Host Club(s) Attendees		
TOTAL		

EXPENSES: Caller	\$
Hall	\$
Other	<i>Please list separately</i>
Total Expenses	\$

Mailing Address for Award Checks	<i>Please print! Name, street, city, state, zip</i>
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HOW TO SUBMIT:

- a. Please MAIL Grant Application STEP 3/PARTY & LESSON REPORT (plus any supporting materials) to:
MCASD Grant Program, c/o Cha, 8924 Olcott, Morton Grove, IL 60053.
- b. Send Step 3 electronically via EMAIL. Applications must be sent to all Grant Committee members: Janice Cha, janice.cha@sbcglobal.net; Jules & Marilyn Heinemann, extra15@comcast.net; Christine Steffy, sillydog56@icloud.com.