

# The ARTS Building Blocks of Success

## ARTS You 2 Can Dance Website

Our brand new marketing website that promotes Square, Round, and Contra Dancing. We offer a high-definition video clip of each dance form with professional voice-overs. The website includes sections to assist you in finding a caller, a cuer, or a dance club in your area or the area where you are visiting.



## Square Dance 101 and Contra 101

ARTS has supported the development of Square Dance 101, a program designed specifically to teach square dancing in schools and produced by the California Square Dance Council's Youth Advisory Committee in conjunction with square dance caller Scot Byars. ARTS partnered with Jeff and Cathy Smith in the development of Contra 101, a program designed to introduce the public to the simplicity and excitement of Contra dancing.

## ARTS Historical Backgrounder

This concise and attractive media tool provides a historical timeline on the establishment of our dance formats in the United States; the health benefits of dancing and fun "factoids" to tickle your trivia funny bone. This Backgrounder is a vital tool to share with your media outlets, including radio, television, web and print publications.

**Find it all at**  
**[www.ARTS-Dance.org](http://www.ARTS-Dance.org)**

## ARTS E-mail Tree

An Internet Communication Network System to help disseminate information directly to all dancers. E-mail tree representatives for over 22 states have agreed to serve as contact points for the ARTS E-mail Tree. Are you on the list? If not, contact your regional or state representative to get your club or association added, or go directly to the top by sending your E-mail address to [info@ARTS-dance.org](mailto:info@ARTS-dance.org).

## ARTS Grant Program

Want to share information about dancing and ARTS, earning money at the same time? Then apply for an ARTS Grant! Developed to encourage dance organizations to conduct educational seminars relating to our dancing activities, this grant program helps promote ARTS-Dance while benefitting your organization and participants. For more information download a grant application from [www.ARTS-dance.org](http://www.ARTS-dance.org), or contact [info@ARTS-dance.org](mailto:info@ARTS-dance.org).



## ARTS Add-A-Buck

Encourages organizations holding Festivals and Conventions to add and collect a small additional amount (\$1) to their registration fee, where the dancers can voluntarily make a donation to the ARTS Dance Foundation.

## \$100,000 Club

Fundraising effort seeking 1,000 dancers, callers, cuers, groups or clubs that would donate \$100 each towards the ARTS-Dance Promotional Efforts



## ARTS-Dance Travel Website

Turn your dance, vacation and other travel into a donation to support dancing!



# ARTS-Dance Membership Application

Membership in the ARTS (Alliance of Round, Traditional and Square-Dance, Inc. are available to individuals and organizations)

- Individual Member(s) @ \$25 per year  
  Associate Member(s) @ \$100 per year  
  New Member  
  Renewing Member

Name of Individual(s) or Organization

Mailing Address

City, State, Zip, Country, Zip

E-mail

Phone

Make Checks Payable to ARTS-Dance; Mail to: ARTS-Dance, 1316 Middlebrook Drive, Liberty, MO 64068-1941



The ALLIANCE OF ROUND, TRADITIONAL and SQUARE-DANCE, INC. (ARTS-Dance) is a cohesive group of ten major National Dance Organizations representing all facets of our Dance activities. Leaders from these groups have come together to generate public awareness and promote the growth and acceptance of contemporary Square, Round and Traditional Folk Dance.

### GOVERNING BOARD MEMBERS

ALL JOIN HANDS FOUNDATION, LTD.

CALLERLAB – The International Association of Square Dance Callers

CONTRALAB – The International Association of Contra Dance Leaders

IAGSDC – International Association of Gay Square Dance Clubs

NEC – National Executive Committee of the National Square Dance Convention®

NSDCA – National Square Dance Campers Association

ROUNDALAB – The International Association of Round Dance Teachers

SSDUSA – Single Square Dancers USA

USAWEST – USA West Square Dance Convention® Policy Board

USDA – United Square Dancers of America

### AUXILIARY GOVERNING BOARD MEMBERS

- Kentucky Dance Foundation
- Lloyd Shaw Foundation
- National Association of Square and Round Dance Suppliers
- Square Dance Foundation of New England
- U.S. Handicapable Square Dance Association

## Support the

# ARTS

See inside for information on:

ARTS You2CanDance

ARTS Historical Backgrounder

Square Dance 101 & Contra 101

ARTS-Dance Travel Website

ARTS E-mail Tree

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ARTS \$100,000 Club



**ALLIANCE OF ROUND, TRADITIONAL AND SQUARE-DANCE, INC.**

ARTS is a 501(c)(3) tax exempt/charitable organization

[www.arts-dance.org](http://www.arts-dance.org)