

# *Purpose & Activities of USA Dance Chapters*

The primary purpose of each USA Dance Chapter is to promote ballroom dancing in the local community, and to educate the public regarding the physical, mental and social benefits of ballroom dancing. Chapters welcome beginner dancers and help them get started in ballroom dancing. Talented dancers are encouraged to become DanceSport Athletes. Chapters promote and sponsor ballroom dancing for competitors, social dancers, and the general public. They work toward the recognition of ballroom dancing as an art form, a lifetime recreational activity and an Olympic sport. Chapters strive to bring the joy of ballroom dancing to as many people as possible reaching out to all ages and skill levels.

## **Social Dance Programs**

Affordable social dance programs are the cornerstone of each Chapter's activities. These programs include frequent social dances (usually monthly) supported by the full use of available media coverage to bring in new dancers to Chapter events. Admission charges are discounted for members but all events are open to the public and non-members are encouraged to attend. The social dance programs of Chapters often include exhibitions, demonstrations, mixers and line dances. Singles and students are welcome at Chapter dances.

## **Fund Raisers**

Chapters are encouraged to dedicate at least one monthly dance each year to raising funds to support their K12 or College outreach programs. Chapters sometimes hold special fundraisers to help finance the cost of travel for their competitor members who wish to participate in the USA DANCE National DanceSport Championships. Chapters also sponsor fund raisers for charities, i.e. "Affair of the Heart" (for the Heart Association), Wounded Warriors Appreciation Ball, Alzheimers Foundation and many others.

## **Dance Lessons**

Chapters usually present a one-hour group dance lesson at the beginning of each social dance. Members are encouraged to take some dance lessons to increase their skills and confidence on the dance floor. Chapters also arrange low-cost group dance lessons, workshops, and seminars for their members and are encouraged to provide special dance lessons for beginners.

## **Chapter Newsletters - Websites**

Each Chapter is encouraged to publish a hard copy and/or email newsletter that has value for both social and competitive members. In addition to news items on ballroom dancing, chapter programs and DanceSport, newsletters usually include:

- \* a calendar of events regarding dancing.
- \* a directory of places in the area to dance ballroom.

Chapter websites provide information about the chapter, USA Dance, upcoming events and local contacts.

## **Membership**

Chapters directly support USA DANCE's national programs to increase the numbers of members--youth, adult, seniors, social, and DanceSport athletes.

## **Black Tie Affair**

Most Chapters sponsor at least one elegant, formal affair each year.

## **DanceSport Competition**

Chapters are encouraged to sponsor a Chapter Competition and to encourage their members to participate in USA Dance sponsored DanceSport competitions or to attend and enjoy these events as spectators.

## **Performance Teams**

Chapter Performance Teams give demonstrations of ballroom dancing at public events. Examples are: Festivals, fairs, expositions and other civic events; shopping malls; clubs; social events; schools; cotillions; nursing homes and any event or location that will attract significant numbers of people.

## **Collegiate Program**

Chapters may help start and then support ballroom dance programs in colleges. This includes fundraising events and seeking donations by businesses and college alumnus. College DanceSport Teams participate in competitions between colleges and in USA Dance DanceSport events, and sometimes give demonstrations in other colleges, high schools and at public events.

## **K12 Youth Program**

Chapters may develop programs of free or very low-cost ballroom dance lessons for school students K-12. These young dancers might give dance demonstrations in local schools and civic events, and, if interested, be encouraged to participate in DanceSport competitions. The goal is to expose young people to the physical, mental and social benefits of dance and develop talented DanceSport athletes in support of the Olympic movement while providing useful activities for students either during or after regular school hours.