

# Membership/Chapter Development

## Membership..... Recruiting and Retention...

Once a Chapter has a product to sell, new member recruitment and retention should be a year around activity. You need new members to replace those who move away, pass away, or walk away to become involved in other activities.

## How big should a Chapter be?

A chapter needs to determine how many members it can realistically accommodate given its unique financial and administrative resources.

However... A Chapter should be large enough to:

- a) Be musically satisfying. The average attendance at meetings is 60% so if we have a target of 30 on stage then our target goal is 50 members.
- b) Provide quartet opportunities. Every new member represents an opportunity for quartet-minded men to form a quartet.
- c) Be respected and known in the community. Don't confuse quality with quantity. Many smaller Chapter are well recognized and respected as a musical organization within their communities.
- d) Provide good leadership. Sometimes, smaller Chapter leaders suffer from burnout because they are forced to continue to accept leadership responsibilities. The larger the chapter the larger the pool of energy, talent and ideas and the larger the base from which to select leaders.

## Who Should we pursue?

“Be careful what you ask for, because you just might get it”.. A Chapter needs to think about its recruiting efforts and whom to target. There are basically 3 levels of prospective members:

- Anyone who walks in off the street
- Trainable singers
- Trained singers

If we recruit trained singers there should be a good musical program in place and the men should be singing quite well.

If we recruit trainable singers, we will need a program that gives men an opportunity to learn the barbershop style and the chance to become part of the chorus.

If a Chapter does not have a good musical program, the leadership team must focus its energies on improving the product or be content to accept anyone who walks in off the street.

## Our Product

A good musical product has been and always will be the most important membership development tool. While an individual Chapter member or Committee may have the task of recruiting and retention, remember that membership begins with ME.. That means every member is responsible for recruiting - from his family, friends, co-workers, church members, schools and neighbors, and most important, from people he's never met.