**Resources to Increase Chapter Membership**

The following ideas came out of a three-part Zoom series on Membership Growth and Retention in the fall of 2022 and the Best Practices sharing at the House of Delegates meeting in January, 2023. Where possible, contact information is listed to provide a means to learn more about these programs, tactics and approaches to increase membership participation within our Chapters.

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| **“READY, SET, SING” AND “LEARN TO SING” PROGRAMS**  You may download program documents from the BHS website: <https://members.barbershop.org/s/article/TEACH-YOUR-COMMUNITIES-TO-SING> |
| **Mankato Chapter** established a Task force for **Ready, Set, Sing** Program   * Guest night every first Tuesday * Make first hour fun and entertaining , then guests can go * Funding for marketing – Radio (ad w/station help, or join a show w/ outline of talking points) & Newspaper (2x4 column every week) * 1:1 – Bringing in new members. * Be out in the public more often * Set expectations – Don’t have to be able to read music * Choose music that is interesting to younger population * 18 attended guest nights, 4 joined (primarily by personal contact)   **CONTACT:** Gary Schmidt > [gvbylake@hickorytech.net](mailto:gvbylake@hickorytech.net) |
| **St. Croix Valley** > Modified Ready, Set, Sing –   * Guests invitee to sing 3-4 songs on a Show (e.g. Christmas * Recommend planning a year ahead * Sing out with other chorus’s – Walk the walk * Getting out in public as much as possible – engage others * Definite plan as well – What music to work on * Choice of songs for new members * Have business cards with a lot of information for prospective members   **CONTACT:** Jay Althof?? |
| **GUEST WELCOME AND NEW MEMBER PROCESS** |
| **Manitowoc Chapter** >   * Sign-up form, tracking system * Welcome sheet attached to Guest Music Folder * Guest meets Assistant Director for voice placement and assigned riser buddy * VP of Chapter Development follows up with each guest * Series of handouts given to guests during first 3 visits to provide information about the Chorus and BHS * Final Handout given when person joins, picture taken and posted on Facebook page   **CONTACT:** Jim Rasmus, [pjras20@gmail.com](mailto:pjras20@gmail.com), (920)973-0010 |
| **Appleton Chapter** >   * Have an established New Member Orientation document   **CONTACT:** ?? |
| **Fargo Chapter** >   * Working on a new Guest Welcome process   Contact: Ken Frank frankken@far.midco.net |
| **MISCELLANEOUS IDEAS** |
| **St. Cloud** > Radio Promotion   * Chose a radio station to get 2 for 1 advertising package as a nonprofit organization. Were given a free half hour air time to talk about our upcoming guest night, explain who we are and sing a tag on air: bought 45 30-second ads for $11 each and got 90 ads over a 2 week period before our restart guest night.   They got 5 guests from the radio ads. Also a couple of our younger members put on a big push at their private high school.  **CONTACT:** Bob Starz [starzr@frontiernet.net] |
| Some Choruses print Business Cards with information about rehearsals, shows, etc. to use to talk to prospective members. Some even print them individualized for each member!  **CONTACT:** |
| Inviting more local choirs to be guests on our shows |
| Free tickets to local music educators to attend your Shows |
| Establish a Membership Committee rather than having just 1 person responsible – Set annual Goals and evaluate progress |
| More Social Activities |
| Join the Local Chamber of Commerce |
| Utilize social media as a marketing tool to promote group events, concerts, and membership options. Social media platforms like [Hootsuite](https://hootsuite.com/) and [Buffer](https://buffer.com/) make it easy to write and schedule posts in advance, keeping your social media pages filled with relevant and exciting content that will draw followers and increase engagement.  **CONTACT:** BHS |