

Rebuilding Your Chapter After the Pandemic



Bob Cox, Facilitator



WELCOME!



- **Introductions**

- What is your name & what chapter are you - Who Am I box?
- Get a feeling of length of Society membership and Chapter responsibility or title.
- Write down on a piece of paper – specifically what one thing you want to get out of this session.
- Along the way, there will be opportunities to ask questions. If you have a questions, write it down in the comment box and I will try to get them all answered before the end of the session.
- This session will be recorded so you can go back and watch it again when the District posts them.

Purpose of this Session...



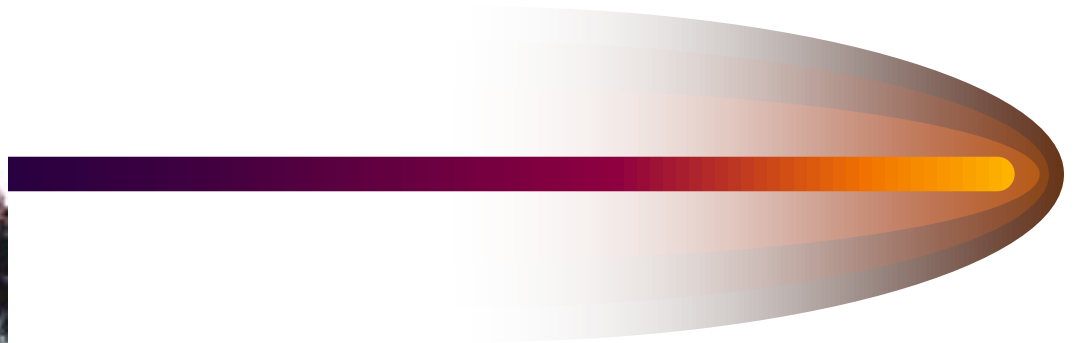
- Learn from each other
- Share ideas
- Look at some basic things we can do to help rebuild your chapter in recruiting, marketing, retention, orientation and program.

Weekend Discussion Items



- Chapter Administration
- Recruiting (New Ideas)
- Retention
- Orientation (What is this?)
- Marketing Ideas
- Planning a fun rehearsal or chapter meeting

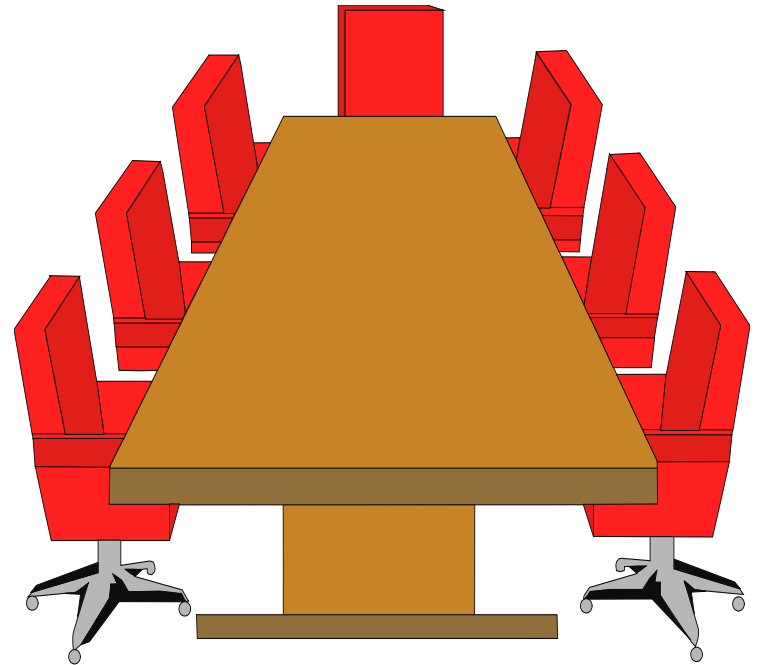
IF YOU'RE READY...



LET'S GET STARTED!

Chapter Administration/Executive

- President *
- Secretary **
- Treasurer **
- VP, Chapter Development
- VP, Music & Performance
- BM(s)aL
 - Program
 - Marketing & PR
 - Others?



* Required by Society By-Laws

** Sec/Treas may be combined to one job title

Elements of a Successful Chapter



- **Dedicated Team Leaders**
- **Active Chapter and Chorus**
 - **Competent Musical Director**
 - **Administrative Team**
- **Quartets**

Role of the Chapter Officer



- Know “Your” Job Responsibilities
 - Chapter Management Guide
 - Music Leadership Team Manual
 - Various Officer Manuals
 - YMIH Resource Guide
- Know “Other” Chapter Officer Duties
 - Society Operations Manual
 - Past Personal Experience

“SHARING” and “TEAMWORK”

VP, Chapter Development

- **Provides the chapter leadership focus on membership growth, orientation and retention.**

- Plan
- Execute
- Follow-up



Recruitment Team Players




- Good People Skills
- Dedicated to helping the chapter grow
- Salesmen -Type “A” Personality
- Man of Note recipients
- Community Leaders
- Others?

Plan for Success

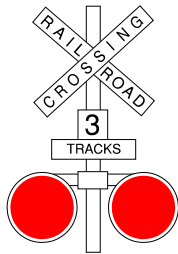


- Pre-Season Team Building
- Monthly Meetings other than Board Mtg
- Specific Goals that support Chapter Goals
 - Numbers speak for themselves...
 - Consistent/growing chapter attendance...
- Published Membership Calendar
 - Guest/Recruitment Nights
 - Performance Events that offer recruitment opportunities

Measure your Success

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- Numbers speak for themselves...
 - Consistent/growing chapter attendance...
 - Other measuring tools?

FOLLOW-UP!!!



WAKE UP!

STOP LOOK LISTEN

Adjust to what you see and hear!

If you keep doing the same things you always do, you will only get what you already got!

Tool Box for Success



- **Society Operations Manual** - Detailed Job Description
- **Chapter Management Guide** - Job Responsibilities
- **Chapter Officer Manuals** - Here to support you
- **Music Leadership Team Manual** - Membership Related Info
- **Get to know your Members** – Chapter Survey Form
- **Outside Chapter Coach**
- **Other additional tools...**
 - District VP, Membership Development
 - Society Membership Development Staff
 - Healthy Chapter Initiative Facilitator
 - Other Chapter Leaders

How are we doing so far?



**Any questions and/or input we
may have overlooked or
requires further discussion?**