

RECRUIT - WHY?

Bob Cox, Facilitator



**Are YOU Ready
to Recruit?**

Ask yourself these questions before you ask someone new to join you...

Does your Chapter Have a Sellable Product?

Good Singing - Chorus/Quartets?

Active Chapter Programs?

Good Administration?

Fellowship and Activities?

Are Chapter Meetings Fun?

Do your current members **LIKE what they have?**

If you answered **NO** then...

You need to address those issues first!

At minimum the chapter as a whole must establish goals and objectives that will make your chapter/chorus/singing community attractive to a new person.

Let's Get Ready To Recruit!

Member Recruiting

- Why Is Chapter Growth Important?
- Whom and When Do You Recruit?
- Whose Job Is It To Recruit?
- How Do You Recruit?

Where do we find New Members?

- Current Member Referrals
- Friends/Relatives
- Associates, Customers, etc.
- Church Choir Members
- Music, Fraternal & Business Organizations
- Social Media
- Other?

**Now you know where they
are...**

WHAT NEXT?

Develop a comfortable opening question when contacting prospects...

Who do you know that enjoys singing?

Did you sing in school?

Have you had voice training?

You have a great voice...Where do you sing?

So, where do you like to do your singing?

If you don't have a comfortable opening question,
you are not going to have a comfortable
conversation.

More Questions...

- Do You Like to Sing?
- Would you like to improve your musical skills?
- Do You Enjoy:
 - Performing?
 - Fellowship?
- Who do you know that enjoys singing.
- Are you interested in attending our next show?
- May I pick you up?

Just Do It...Just Ask!

Personal Contacts

- **Create A Prospective New Member Data Base**
- **Old Guest Books**
- **Old pictures**
- **Show patron lists**
- **Membership Cards**
- **Chapter Brochure/Flyer**

Most effective way to tell our story is by singing

- **In Person**
- **Follow-up letters**
- **Telephone Calls**
- **E-mail or Text**

Community Helpers

- **Real Estate Sales Agents/Offices**
- **Retail Stores**
- **Barbershops**
- **Restaurants**
- **Service Clubs**
- **Ask about future show sponsorship support**
- **Who else can help you?**

Other Recruiting Options

- General Advertising
 - Radio and Television
 - Local News Media
 - Social Media
- Drop off Materials
 - Chorus Brochure
 - BHS Flyer
 - CD/Tape Player
 - Quartet/Chorus Recordings
 - Barbershop Video/You Tube

Put on your Thinking Caps

Targeted Marketing

- Past Musical Experience
- Former choir singers
- Partners in music theater
- High School/College Yearbooks
- Show Patrons/Sponsors
- Other?

Correspondence

- **Use Chapter Letterhead**
- **Professional Appearance for Letters/Cards**
- **Include Chapter Name, Address, Phone, Point of Contact**
- **Offer Transportation and Map**
- **Chapter Vision/Mission Statement**
- **Society Vision/Mission Statement**

Everyone in Harmony

The Barbershop Harmony Society brings people together in harmony and fellowship to enrich lives through singing.

Follow-Up Contacts

- Immediately After Initial Contact
- Ask Questions to Confirm Interest
- Offer Transportation Pick Up
- Update Potential Member Master File
- Obtain Names of Other Potential Members

A Guest Visits...what do you do?

Sign the Guest Register

Provide Name Tag

Assign a “Buddy”

Provide Guest Song Book

Introduce Guest several times a night

Get Guest Involved in Singing

Members Interact with Guest

Recruitment Aids

- **Chapter Management Guide**
 - **Membership: Recruiting and Retention**
 - **Marketing & Public Relations**
- **Music Leadership Team Manual**
 - **Audition**
 - **Orientation**
- **Chapter / District / Society Website**
- **Other Aids?**

Recruitment Aids (Cont'd)

- **Society Membership Programs**
 - **Auditions for Admission**
 - **Class of '22**
 - **Countdown to Success**
 - **Membership Begins with ME**
 - **Open House**
 - **Ready, Set...Grow (SAI Inc.)**
 - **Wanna Sing?**
 - **Holiday Chorus**
 - **United We Sing**
- **Other ?**

**What is the easiest
way to Recruit?**

SING!!!

Questions and Input

Input and Questions are important to keep that learning cycle growing.

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