

Who are you as a Chapter/Chorus/Singing Community

Bob Cox, Leadership Facilitator



Describe Your Chapter

Hobby Oriented Chapters (Level 1)

- Smaller chapters
- Want to just have fun!

Community Oriented Chapters (Level 2)

- Mid-Size chapters
- Working within the community

Achievement or Competition Oriented Chapters (Level 3)

- Large and performance driven chapters

Level 1 - Recruitment Tips

Chapter Mailing List

- Most of our chapters sit on a gold mine which we rarely tap into – your chapter mailing list.

Great Times To Recruit

- So you think there are only a couple of good times to recruit during the year? **NOT?**

Old Yearbooks

- Imagine finding tens, dozens, even hundreds of pre-qualified musicians right in your own town! How? Simply by sifting through old high school and college yearbooks.

Level 1 (Continued)

Open House

- The good old-fashioned Open House still brings in the prospects and makes 'em feel at home.

Share Your Prospects

- Just imagine ... Every man getting referred to the chapter which fits his personal needs best. Wow!

Who Do You Know?

- Sometimes we need a little prompting to remember all the people whose paths we cross in a given day. This form can help!

More Level 1 Tips!

Storefront Display

- Use a storefront display to attract attention to you.

Turn Your Radio On

- Make use of the exposure local radio can give you.

Wanna Sing?

- The “Wanna Sing?” program is designed to get potential members to attend a regular chapter meeting and can be used in conjunction with the Auditions for Admissions, traditional guest nights, open houses, or any other recruitment program.

Social Media Tools

Facebook
Instagram
Nextdoor
Twitter
Meet-up
Others?



Level 2 - Recruitment Tips

Fair & Convention Booths

- Local fairs, conventions, business fairs and community expos can be a great place to spread the word about your singing community.

Speak at a Community Event

- How can you recruit if no one knows your chapter exists? Get out there and speak to the dozens of community groups which are always looking for a special program!

Level 2 (Continued)

Former Member Letter

- Invite those who have left your chapter...make sure you are doing something different than what they may have experienced when they left.

Take It To The Street

- What's that old saying about taking the "mountain to Mohammad?" Well, here's a really great idea on how to take barbershop to the streets of your town.

More Level 2 Tips!

Holiday Chorus

- Create a Community Men's Holiday Chorus and bring in singers for a short-term project. A lot of fun, and a great way to "soft sell" your chapter to potential members. You can even download the full four-page Men's Holiday Chorus brochure (stock #4202).

United We Sing

- Built on the same concept as the Holiday Chorus with the focus on patriotic songs and community singing opportunities

Level 3 - Recruitment Tips

Auditions for Admissions

- The AFA program is a comprehensive, six-week program designed to find strong singers for your chapter's chorus.
- The Class of '22 is an eight-week program of a musical orientation that emphasizes superior training in the barbershop style.

Ready Set Grow

- Program created by Sweet Adelines International
- Music and singing lessons

Extension Sites

Throughout the last 20 years, the number of chapters has declined.

Breakthrough results are needed to reverse the downward trend in membership.

New locations for chapters are needed.

Working Extension Sites

Generally focused on the combined efforts of the District Offices and the Society Staff.

Local contact people could be involved with proper training.

Concentrated effort and highly focused.

Responsibilities for New Sites



District officers will research the sites first.

Staff will visit the sites

Chapter coaches will be assigned to sites

Integrated Product Team will service the sites

Share the Dream



There are risks and costs to a program of action, but they are far less than the long-range risks and costs of comfortable inaction.

John F. Kennedy

What do you think?

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