

# ORIENTATION PROGRAM



Bob Cox, Leadership Facilitator

# ORIENTATION



## Successful Orientation Program

Chapter Expectations

Prospective Member Expectations

On-Going Orientation

Dues Programs

# Why is Orientation Important?

- ◆ 50% of our new members don't rejoin after their first year of membership. **Why?**
- ◆ Retention starts the moment your prospective new member first hears about your Singing Community
- ◆ Image is everything and that first impression tells the whole story.
- ◆ **Quality Singing will attract Quality Members.**
- ◆ Orientation keeps them involved in the process.
- ◆ A well laid out Orientation Program will keep them around.

# Honesty is the key to Great Orientation

## Tell it like it is...

- Don't promise things that are not possible.
- Don't paint pictures that are not accurate.
- Have a written process or procedure and follow it.
- Provide handouts about the who we are -  
Society/District/Chapter/Chorus/Singing Community

Provide opportunities to bring new members up to speed within the chorus as quickly as possible, without sacrificing the integrity of the group.

# Basic Ingredients of an Effective Orientation Program - Chapter

## Week 1

### Brochure or Flyer about the Chapter

- Vision/Mission Statement and Goals
- Brief History
- Special Awards or Honors
- Performance Requirements
- Attendance Requirements
- Dues Program (Chapter – District - Society)
- Music Education Program
- List of Chapter Officers and Committee Chairs
- Current Picture of Chorus
- Chapter Web Site

# **Basic Ingredients of an Effective Orientation Program - District**

## **Week 2**

### **Brochure or Flyer about the District**

- History
- Music Education Programs
- Events Schedule
- List of District Officers
- Copy of your District Bulletin
- District Web Site

**Contact your District VP Marketing & PR if you need more information about your District.**

# Basic Ingredients of an Effective Orientation Program - Society

## Week 3

### Brochure about the Society

#### (Introducing Barbershop Harmony Society pamphlet)

- History
- Code of Ethics
- Music Education Programs
- Events Schedule
- Society Web Site
- Copy of Harmonizer
- View Society Videos - Singing is Life



# Basic Ingredients of an Effective Orientation Program

## CHAPTER / CHORUS EXPECTATIONS

- ✓ Attendance Policy
- ✓ Chorus Rehearsal Preparation (Words, Notes, Stage Presence...)
- ✓ Non Rehearsal Support
- ✓ Riser Discipline
- ✓ Financial Commitment (In addition to dues)
- ✓ Time Requirements
- ✓ Dues Plans

**Ask Your Prospect to Apply for Membership**

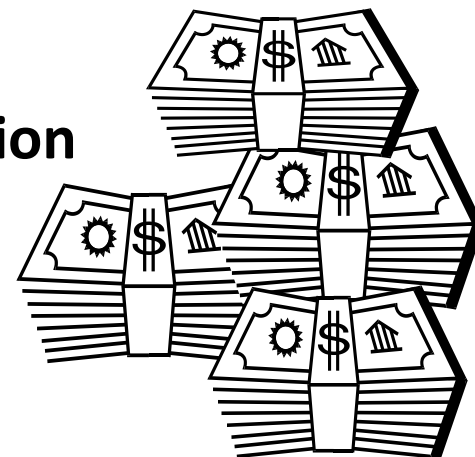


# **INSTALLMENT PROGRAM**

## **EASY WAYS TO PAY DUES**

**Auto-draft or Credit Card**  
**Convenient, low monthly payments**  
**No finance charges**

**Another Payment Option**  
**Easy-Dues Escrow**  
**"Pay-As-You-Sing" Chapter Option**

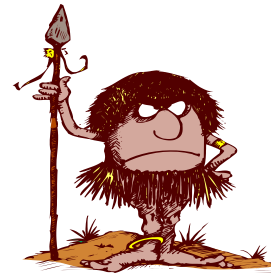


Prospective member's expectations of your Singing Community should be all about them and what they can do for the group, they've to get something in return.

How do we know they are getting a great return on their investment?



ASK ... THEN ... **Listen!**



# SO, YOU HAVE A NEW MEMBER!!!

*And they are excited and  
telling everyone about  
their new hobby!!*



How do you keep his excitement alive?

# Construction Zone

**Don't wait for that new member to leave to find out that you have a problem.**



The age-old excuse of “This is the way we have always done it,” is not an excuse to change the way you grow!

**Use new members to track how you are doing.**

- How can you improve their musical experience?
- What can we do as a singing community to better to help them enjoy their hobby more?



# They Joined to Sing so, Get them INVOLVED!

## Music Orientation/Education Program

- Vocal Placement/Audition
- Warm-up Exercises
- Basic Craft Classes
  - Sight Reading
  - Vocal Technique
  - Woodshedding
- Repertoire Learning (Make sure they have all the music in your current repertoire.)
  - Teaching Videos/CDs
  - Individual Taping while Chorus Sings
- Individual Presentation Coaching
- One-on-One Section Leader Training
- Quarteting/VLQ Experience



# **Music Orientation - Education Program**

- ✓ **These classes can be done weekly prior to rehearsals.**
- ✓ **Can vary depending on the size and experience, however a program must be done.**
- ✓ **When a new member meets the qualifications or standards of the Music Team, he is recognized for his achievements and allowed to perform.**
- ✓ **Society Music Leadership Team Manual outlines Fundamental and Basic Music Orientation and Education Programs for new members.**

# ORIENTATION MAKES RETENTION EASIER

How will your veteran members benefit?

- Mentors and/or Buddy
- Internal Coaches
- Contest and Judging Program
- Chapter and District Leadership
- Schools & Clinics
- Other Chapter Shows
- Conventions and Contests
- New web sites of barbershop interest
- New Society and District Programs
- Outside Chapter Coaching & Vocal training

**Whatever it takes...keep them involved.**

**Keep it fresh and exciting**

# Time to Ask Questions



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