

# New Member Recruitment / Retainment

Ask at the Opportune Time: The first 10 minutes after a performance.

- Folks who attend performances are already interested.
- An invitation by a performer is a high light moment.

Ask the Right Question: "So where do you do your singing?"

- This question cannot be answered with a quick "No".
- Helps the person to realize he does sing and likes to sing.

Ask for Permission to Contact within a Week: Get phone # or email address.

- Don't oversell or press the point. Keep it short and sweet.
- Do convey intentionality and do contact them.

Follow up for a Rehearsal Visitor: Contact them within the week!

- Thank them for their attendance & invite them back again.
  - They need to know that the Chorus wants them to continue!
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