

Membership Team Contacts

Marsha Leistner

Pride of Kentucky Chorus Region 4 Membership Coordinator

Shannon Haddox Diamond Jubilee Chorus Cincinnati Sound Chorus

Melissa Roe Pride of Kentucky Chorus

Debbie Murphy Cincinnati Sound Chorus

Tracy Roberts Capital City Chorus

Kay Rodewald White River Sound Chorus One Voice Chorus mleistner53@gmail.com

shannon.haddox@gmail.com

melprwiz@gmail.com

debbiemurphy3301@gmail.com

tracy_roberts@live.com

rodewald_matt@juno.com

Welcome



Session Goal:

Discuss best practices for recruiting and retaining members with other Region 4 members.

Round 1 Discussion: Recruitment



Considerations as you prepare to recruit new members.

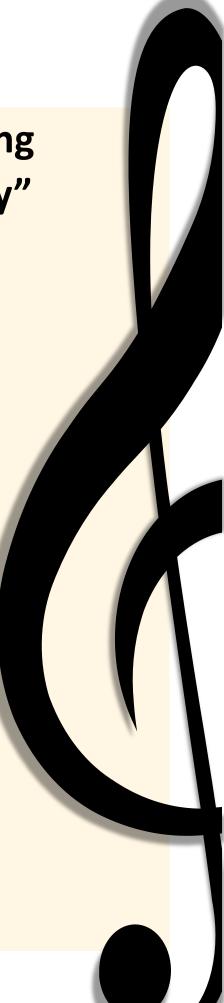
- Define your chorus culture and personality.
- Are we creating a culture of belonging?
- Determine who you want to recruit and define your target audience.
- Set recruitment goals.
- Is it time for change:
 - Does your chorus vibe match that of your target audience?
 - Is it time to rebrand your chorus?
 - Rehearsal schedule
 - Music selections



Round 2 Discussion: Marketing to

Recommendations for attracting younger members/non-"legacy" SAI members:

- Can potential members find you?
- Facebook/Instagram
- Chorus Website
- Meetup
- Google search results
- Community
 Engagement





Round 3 Discussion: Retention

Retention and member engagement is critical to your chorus.

- Educating members
- Utilizing the unique talents of each member.
- Celebrating personal successes
- Being "communityminded" — both
 personally & through
 singing opportunities
 that engage members.



Membership Recruitment & Retention Website Resources

<u>SAI – Ignite the Sound (for marketing & recruitment)</u> <u>https://sweetadelines.com/membership/resources</u>

<u>SAI – Mission: Retention</u>

https://sweetadelines.com/mission-retention



Membership Recruitment & Retention Website Resources

Facebook Group: ConverSAtion – the Unofficial Sweet Adelines Chat https://www.facebook.com/groups/sweetadelineschat

Facebook Group: Barbershop Chorus Marketing Mastermind https://www.facebook.com/groups/279587585979836



Let's hear prom you! **QUESTIONS / ANSWERS**