

### Membership Team Contacts

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## 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.

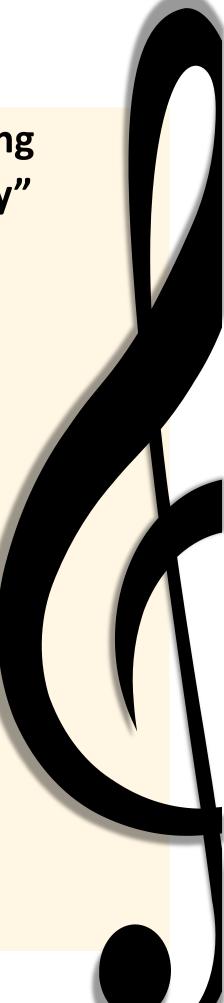
- Define your chorus culture and personality.
- Are we creating a culture of belonging?
- Determine who you want to recruit and define your target audience.
- Set recruitment goals.
- Is it time for change:
  - Does your chorus vibe match that of your target audience?
  - Is it time to rebrand your chorus?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