

MEMBERSHIP

Roundtable



Presented by
The Region 4 Membership Team

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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



Key takeaways from each table



Round 2 Discussion: Marketing to your Audience...



Recommendations for attracting younger members/non-“legacy” SAI members:

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



Key takeaways from each table



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 “community-minded” — both personally & through singing opportunities that engage members.



Key takeaways from each table



Membership Recruitment & Retention Website Resources

SAI – Ignite the Sound (for marketing & recruitment)

<https://sweetadelines.com/membership/resources>

SAI – Mission: Retention

<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 from you!

QUESTIONS / ANSWERS

