

VIRTUAL GLOBAL OPEN HOUSE (VGOH)

SESSION # 1: OVERVIEW

(Presented by the SAI Membership Growth Task Force: Fran Furtner, Chair)

Recruitment and Retention: It's easier to keep (retain) a member than get a new one (recruit). The priority in the last 6 months has, appropriately, been retention. But now the overall organizational membership has dipped below 20,000 for the first time in many years. Let's rally and work together to turn this trend around!

Some choruses have an open invitation on their websites to attend their virtual rehearsals.

Benefits of technology and virtual rehearsals:

- can be accessed from anywhere
- can join any rehearsal of any group
- virtual rehearsals are a great opportunity for fun and to get to know each other (aside from your immediate riser buddies)
- can offer great education and skills development
- you can maintain the connection with your "community"
- you can see yourself sing

Singers want what we have to offer. They need what we have to offer.

The VGOH is a unique opportunity to show guests our network, our history and our vision for the future. An opportunity to start building members again.

It is a world-wide coordinated effort to attract guests and potential members and introduce them not only to the local chapter/chorus, but that we are a part of something larger. And a wonderful time to introduce them to this by inviting them to experience the entire organization:

*Virtual Guest night at the chorus level prior to the International events

*Regional Event or "Afterglow", engaging at the next level of our "community"

*Ultimately showcasing our SAI 75th anniversary activities.

*Virtual International Convention dates: October 15-17, 2-6 pm (CST)

Activities include: State of the organization
Education
Awards
Performances
Check-in with champs and regions
Opportunities to sing

Coronet Club Virtual Show Oct 24

ALL THESE EVENTS ARE FREE OF CHARGE

The vision is for the following:

Choruses

Dedicate one (or more) rehearsal(s) in October to virtual guest nights

Actively invite new prospects and former members

Make it easy for guests to join and enjoy their time

Invite guests to participate in Regional and International events

Stay connected and follow-up with those who attended

Use your chorus website—have an invitation on your home page

Utilize Facebook and social media to share your upcoming event, along with the regional and international events. Post your event often—only 9-12% of your mailing list will get any one post.

Check your chorus website profile on the International website to make sure it is updated

Regions

Guide and support chapters in planning their guest nights

Track participation, showcase innovative ideas, offer incentives

Post a calendar showing the dates of other chapter guest nights so others may attend

Encourage smaller choruses to “buddy up” with another chorus for an event if they don’t feel comfortable sponsoring one of their own.

If a Regional event is planned, consider adding something for guests. Hold an afterglow around the dates of the International events and celebrate competitors and award winners.

Open your event to guests from other regions.

LET’S START GROWING AGAIN!