



Here's What's Cooking In Region #13

Membership Recipes

Five Practical And Helpful Recipes And Ideas

- 1. Become More Visible in the Community**
- 2. Retain current number of members**
- 3. Open House or A Cappella Workshop for membership recruitment**
- 4. Performance Opportunity for membership recruitment**
- 5. Free Vocal Lessons for membership recruitment**

The recipes will give you a taste of what is contained in the SAI membership guide “Real Guide to Growth.” As a result of completing one or more of the recipes, we hope you will be inspired to continue using the SAI guide to create an active, ongoing membership program for your chorus.

Recipes prepared by Sally Wallace, Region 13 Education Direction Team

RECIPE CONTENTS

1. Become More Visible In The Community

- Advertising options
- Vision statement & marketing strategies
- Hints and ideas for chorus involvement
- Sample flyer

2. Retain Current Number Of Members

- Calculate the Membership Base
- Member Satisfaction Survey
- Retention Action Plan Chart
- The Pot Luck Orientation

3. Open House Or A Cappella Workshop For Membership Recruitment

- The Two-night Plan Schedule
- The One-day A Cappella Workshop Schedule
- Sample Small Card-stock flyer

4. Performance Opportunity For Membership Recruitment

- Sample Planning Calendar
- Sample Schedule
- Sample Invitation Letter

5. Free Vocal Lessons For Membership Recruitment

- Sample Flyer
- Sample Planning Calendar
- Lesson Schedules and Follow-up Ideas
- Sample Guest Profile