



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

ONE MESSAGE, ONE VOICE

Region #13 Response Form

Sweet Adelines International is asking all regions and chapters to focus on increasing membership together by adopting the "One Message, One Voice" program in 2011-2012. In addition to participating in the January 2012 worldwide Open House, Region #13 is asking all chapters to submit a form briefly explaining their membership plan for the year.

EXPECTATIONS:

1. 100% of Region #13 chapters will participate in this program in a variety of ways as determined by the individual chapters.
2. Choruses will let the Region know what they plan to do by completing and returning the Region #13 Response Form before **October 1, 2011**.
3. Choruses will complete and send a brief summary and evaluation to the region in the spring of 2012.

Please help us reach our goal of 100% by sending us your completed form.

CHORUS NAME _____

Our 2011-2012 Membership Recruitment / Retention Plans are as follows:

1. We will complete one of the recipes. Yes _____ No _____

If yes, which one? _____

2. We have made the following plans: _____

3. We would like help or information about the following: _____

Please return the completed form to:

Pat Breen
Membership Coordinator
8350 SE 57th St
Mercer Island, WA 98040
Email: breenpa@gmail.com

Thank you for your participation and support

ONE MESSAGE, ONE VOICE

Region #13 Evaluation Form

CHORUS NAME _____

1. Briefly describe your 2011-2012 Membership Recruitment / Retention Plans, or list the Region #13 Membership Recipe that you used.

2. Describe what worked well. _____

3. Identify any improvements that can be made _____

Please return the completed form to:

Pat Breen
Membership Coordinator
8350 SE 57th St
Mercer Island, WA 98040
Email: breenpa@gmail.com

Thank you for your participation and support