



The Vocal Lesson Plan

Ingredients:

Recipe Committee -- 3 - 4 enthusiastic and organized members

Chorus member support and involvement

SAI Real Guide to Growth Handbook:

sweetadelineintl.org/Marketing_Center/Training_Library_files/RealGuideFINALBookmarked.pdf

Online Resources: sweetadelineintl.org/Marketing_Center/Home.html

SAI Global Open House 2012: SAI Global Open House 2012: sweetadelineintl.org/Marketing_Center/Global_Resources.html

Attachment: #5.1 -- #5.5

The Vocal Lesson Plan is designed to be used by choruses desiring an educational introduction for potential new members. It is a four-week program. Prospective members spend part of each rehearsal in weekly group singing lessons taught in a class setting by the chorus director or a member of the music staff. They also have an opportunity to join with the chorus for part of each rehearsal.

Directions:

1. Form a committee of 3 to 4 enthusiastic and organized members.
2. The committee will:
3. Evaluate the chorus annual schedule and your community calendar to determine the optimum time for conducting the vocal lessons. Download information about the 2012 SAI Global Open House at sweetadelineintl.org/Marketing_Center/Global_Resources.html
 - Watch the Vocal Lesson Webinar at sweetadelineintl.org/Marketing_Center/Webinars_files/VocalLesson_lg.wmv
 - Read the Vocal Lessons section of the SAI Real Guide to Growth Handbook.
4. Work with the chorus director to plan the schedule for the guests and for the current members.
5. Determine the advertising options you wish to use. (See Membership Recipe 1, Attachment #1.1)
6. Develop a marketing plan. Determine a time line and a publicity budget for your marketing plans. (See Membership Recipe 1, Attachment #1.2)
7. Prepare advertising and promotional materials. Use SAI templates from sweetadelineintl.org/Marketing_Center/Templates.html to create printed materials. (see Attachment #5.1)
8. Present plans, timeline and proposed budget to Management Team or Board of Directors for approval. Share final plans and timeline with the entire chorus to generate enthusiasm and support. (See Attachment #5.2)
9. Prepare all lesson plan handouts, guest music folders and learning tapes. Lesson Plans may be downloaded from sweetadelineintl.org/Marketing_Center/Training_Library.html.
10. Prepare an efficient registration process that includes enthusiastic greeting, voice placement and connection with a chorus member. (See Attachment #5.3 – Sample Guest Profile)
11. Rehearse a 15-minute package to be presented to the guests.
12. Plan guest follow-up activities (See Attachment #5.4)
13. Send completed Evaluation to Region 13.



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Many groups begin this program at the beginning of the school year for their geographic area. Fall is traditionally a time to examine educational possibilities and to seek new challenges. Other groups find that January or Spring right after competition works best. The example below is for a Fall program.

Sample Planning Calendar	
March/April	<ol style="list-style-type: none"> 1. Membership Recruitment Team is appointed 2. Choose date for the vocal lessons 3. Watch the Vocal Lessons Webinar Sweet Adeline Vocal Lessons Webinar
May	<ol style="list-style-type: none"> 1. Membership Team meets and prepares a plan. 2. Budget is prepared and presented to the Board or Management Team. 3. Advertising and publicity materials are prepared.
June	<ol style="list-style-type: none"> 1. Order music and brochures. Purchase or make learning tapes for each voice part. 2. Appoint and train greeters and Riser Buddies 3. Work with the chorus director to plan the schedule for the guests and for the current members. 4. Ask chorus members to submit names, addresses and telephone numbers of prospective guests.
July	<ol style="list-style-type: none"> 1. Membership Committee prepares guest packets: 2. Fliers, car signs and buttons are distributed to members. 3. Brochures and fliers are distributed in the community. 4. Appoint chorus members to serve as greeters, work at the registration table and prepare refreshments for the first rehearsal night with guests. 5. Prepare a 15-minute package to be presented to the guests.
August	<ol style="list-style-type: none"> 1. Final publicity is distributed to the media. 2. Invitation letters are sent to the prospective guests submitted by the chorus members. 3. Arrange for a separate meeting room for the guests during the first hour of rehearsal. 4. Make sure chorus members are well informed about the schedule and activities planned for both guests and current members (choreography review, holiday music refresher, dueting, section rehearsals etc.)
September	<ol style="list-style-type: none"> 1. Welcome table is set-up and staffed for each lesson. 2. Follow-up activities are carried out.



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The First Night Sample Schedule	
6:30	Chorus members arrive
7:00 – 7:30 p.m.	Greeters welcome guests and direct them to the registration table, the voice placement area, and the classroom for the lessons.
7:30 pm	<ol style="list-style-type: none">1. Guests in classroom for Lesson #12. Chorus members participate in planned activities (choreography review, holiday music refresher, section rehearsals or other...)
8:30 – 9:30 p.m.	<ol style="list-style-type: none">1. Guests are introduced2. Chorus and guests on risers
9:30 – 10:00 p.m.	<ol style="list-style-type: none">1. Chorus performs for guests2. Announcements3. Refreshments4. Sing "Harmonize the World," or "How We Sang Today"

Remaining Rehearsals Sample Schedule	
6:45 p.m.	Returning guests sign in at registration table and pick up materials for Lesson #2
7:00 – 8:00 p.m.	<ol style="list-style-type: none">1. Guests in classroom for Lesson #22. Chorus members participate in planned activities
8:00 – 8:30 p.m.	Section rehearsals for all members and guests
8:30 – 9:45 p.m.	<ol style="list-style-type: none">1. Guests welcomed and new guests introduced2. Chorus and guests on risers
9:45 – 10:00 p.m.	<ol style="list-style-type: none">1. Announcements2. Sing "Harmonize the World," or "How We Sang Today"



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Follow-Up Ideas
During the first lesson, let the guests know that regular phone calls (or email messages) are part of the Vocal Lesson Program
Riser Buddies or Big Sisters call all guests each week before the next rehearsal. Keep phone calls enthusiastic and short.
Prepare and send a follow-up note from the Chorus Director to each guest following the first lesson. The Membership Committee can prepare the notes, and the Chorus Director should hand sign them.
Send postcards with a picture of the chorus.
Develop a “Class of ??” email group and send follow-up messages to them each week during the lessons. Messages should be friendly, enthusiastic and short.
If a guest is absent from one of the lessons, call or email and let her know she was missed
Design a “graduation” celebration to fit your chorus – performance for family & friends, special certificates or something with “pomp and circumstance,” refreshments etc.



_____ **Chorus**
Sweet Adelines International

Guest Profile

Name _____ Email _____

Address/City/Zip _____

Phone (Home) _____ (Work or Cell) _____ Best time to call _____

Occupation _____ Birthday: _____ Husband's name: _____

How Did You Hear About Us? (Mark as many as apply)

_____ Internet _____ Radio _____ Television
_____ Newspaper Which one? _____
_____ Flyer/Poster (where?) _____ Friend of _____
_____ Performance (where, when?) _____

Fun Facts to Know and Tell About You

Hobbies _____

Time in this state _____ Other states where I have lived: _____

Other _____

Prior Music Experience, Groups etc. (It's okay if you need to leave this one blank!)

I read music: _____ Yes _____ Sort of! _____ No

DIRECTOR USE ONLY

Vocal Range _____ Part Assigned: Tenor Lead Baritone Bass