



SWEET ADELINES
INTERNATIONAL

Member Cost Survey Report and Summary 2017

In May 2017, 523 Chorus Treasurers were sent a survey regarding yearly member dues, regional dues, and additional information on how International Headquarters could assist choruses with their costs.

118 treasurers responded

63 Small Choruses (1-30 members)

36 Mid-Sized Choruses (31-60 members)

12 Large Choruses (60+ members)

Chorus Cost per Member

2016/17	<u>Small Chorus</u>	<u>Mid-Sized Chorus</u>	<u>Large Chorus</u>
Average Cost of membership:	\$497	\$595	\$774
Highest Cost:	\$1,463 (26 members)	\$1,255 (57 members)	\$2,457 (76 members)
Median:	\$403	\$534	\$420
Lowest Cost:	\$120 (20 members)	\$222 (38 members)	\$326 (62 members)
2015/16	<u>Small Chorus</u>	<u>Mid-Sized Chorus</u>	<u>Large Chorus</u>
Average Cost of membership:	\$429	\$615	\$778
Highest Cost:	\$1,823 (18 members)	\$2,000 (59 members)	\$2,362 (76 members)
Median:	\$372	\$540	\$517
Lowest Cost:	\$160 (24 members)	\$185 (38 members)	\$326 (62 members)
2014/15	<u>Small Chorus</u>	<u>Mid-Sized Chorus</u>	<u>Large Chorus</u>
Average Cost of membership:	\$416	\$580	\$806
Highest Cost:	\$1,215 (17 members)	\$1,214 (32 members)	\$2,219 (76 members)
Median:	\$360	\$489	\$444
Lowest Cost:	\$160 (24 members)	\$185 (38 members)	\$326 (62 members)

Regional Dues per Chorus per Year*

	<u>Small Chorus</u>	<u>Mid-Sized Chorus</u>	<u>Large Chorus</u>
Average Cost of Dues:	\$1,591	\$2,884	\$5,897
Highest Cost:	\$4,255 (24 members)	\$9,485 (56 members)	\$17,550 (117 members)
Median:	\$1,200	\$2,430	\$4,968
Lowest Cost:	\$384 (24 members)	\$903 (31 members)	\$1900 (76 members)

***Regional Dues can include any or all of the following (dependent on chorus):**

Assessment	Competition videos
Competition registration	Educational events for director
All events pass	Workshops
Coaching session	Insurance
Competition rehearsal room	Charter renewal

Findings:

General Finances

Each Chorus handles their finances differently. There is no consistency in how finances are handled or in how monies are requested from members. Some treasurers have indicated that they would like more direction.

Member dues paid: Monthly or Yearly; dependent on chorus

International and Regional Dues included in Chorus dues: Varies; dependent on chorus

Director's Fees and Rental/Rehearsal Space included in Chorus Dues: Typically not; usually covered by chorus budget

In addition to dues, the majority of members pay out of pocket for:

- Travel
- Lodging
- Meals
- Costumes
- Education
- International convention
- Regional event registration

Additional Information:

- Members can expect to pay \$800 - \$1,000 extra if they are part of a qualified chorus going to International
- One Chorus has varying member rates:
 - Youth Member - \$444
 - Associate Member - \$324

- Dual Member - \$175
- Currency exchange rates are a huge barrier for many of our international choruses

Fundraising/Financial Assistance

- Women donate to other women in their own chorus who cannot afford the costs
- Angel Fund
- Recipients of Art grants in their communities
- Bake Sales
- Choosing not to compete in order to have a financial reserve
- Receiving a bequest from former member

Treasurer Education/Training

- Treasurers have requested a copy of our report to compare what other choruses their size are charging. There is little to no communication between choruses in regard to finances
- Treasurers are requesting more education on how to manage budget and would like proper training either from the Regional or International level that meets state and federal standards
- Treasurers are using their own money to hire bookkeepers to re-do chorus finances
- Small choruses benefit greatly from free coaching provided by International through webinars

Requests

- International relieve treasurers of an administrative burden by collecting Chorus, Regional and International dues so members can do a “one stop” payment, recurring payment, etc.
- Choruses would like International to be more transparent by showing how the International dues are benefiting their members
- Fundraising ideas and grant opportunities
- Offer grants for small choruses for coaching, costumes, etc.
- Training in sales or “closing the deal” for prospective members
- Ready-made audio ad for choruses to use for membership drives on the radio
- Lowering music costs
- Underwrite director cost
- Create an annual budget for small, medium and large choruses to help gauge expenses
- Establish database of successful fundraising ideas from choruses around the world
- Low-income assistance and discount for members on disability income
- Grant kit with links to grant applications and directions on how to complete
- Allow SA dues to be paid monthly
- Recommend costume suppliers