



**Greensheet Issue 1
January 1st, 2022**



**Wishing you good times, good cheer
and a memorable new year.**

The Planning Season

By Greg Kronlund

Barbershoppers should be in the planning stages right now for the upcoming 2-years. Hopefully, last November you built your plans for Singing Valentines. If you haven't, welcome to the club. I can't count the number of times a member has come to me on February 1st and asked, "Are we doing Valentine's this year"? This is a basic flaw with many of our chapters NOT PLANNING AHEAD. Dig out a calendar and start building a plan, NOW! Building a plan now for NEXT Valentine's season will save aggravation overall. (Hint: start executing your 2023 Valentines plans in November 2022)

As VP of M/PR, you need to consider things regular members do not. The

M/PR Vice president needs to lead chapter members into thinking about and helping with the overall messaging of the organization. External marketing is everyone's business. VP of M/PR must also think critically and reject two basic statements: "we've always done it this way" and "we've never done it that way." Here's a place to begin, start thinking about these four items:

- Your Chapter's Features and Benefits (see DropBox link below)
- The dimensions of your current marketing – You can't think "outside the current box" until you know its dimensions. (See DropBox link below)
- How is the digital part of my ground game? (See DropBox link below)
- Natural tie-ins.... do you have them?



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So they are included in important district and society communications as appropriate to their new

roles.

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Donate to the Barbershop Harmony Society.

Your gift—at any level—allows us to drive forward together, through our BHS Harmony Hall programs and in local BHS chapters and districts. Please choose a one-time or monthly gift, whichever fits you best.

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Donate to Harmony Foundation

Harmony Foundation International believes in the transformative power of singing. Raising your voice in song as an individual provides many physical and emotional benefits with regular practice and exercise and has been linked to medical therapies and healing. Even alone, singing stirs your spirit and heals emotion. Those who experience the joy of singing do better in school, their

jobs, and family and social relationships. Harmony Foundation donors financially enable programs that share, nurture and perpetuate the love of singing, particularly in a group. Blending your voice with others deepens the experience to a much more intimate level. The act of human beings singing together breaks down barriers including economic, racial, cultural, and gender demographic differences that may have otherwise hindered interaction.

[Support the Harmony Foundation](#)

A direct and compelling headline



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