

Expanding on Current projects

Are there any chapter events you can expand on right now? Here's some thoughts:



Due to incredible technology advances **Singing Valentines** can produce more revenue than ever. Your chapter now has a global market. Why turn down a chance to do a singing Valentine in New York when Zoom, Facetime, and Microsoft's Meet Now is available. For that matter smart phones can work just as well. Why not produce a digital Valentine and sell the link for \$5.00? You can perform live, or digitally and cover a huge geographic area for next to nothing.

Christmas usually means events or shows. Why not give your Quartets, VLQ's or your chorus an opportunity to expand your chapter visibility with the Salvation Army? Sing around a kettle, help raise money and practice your Christmas songs. Pass out invitations to your show and win the hearts of community members and Salvation Army leadership.



Hosting a **contest?** Invite music educators from your local high schools to be shadow judges. Introduce the local directors to the BHS culture, community, share our similarities, and welcome them into our community. It might open doors to new opportunities for visibility and service.



The **Annual Show** is usually a lot of work, but why not invite other performing organizations to take up some of the load. Invite the local SAI chapter, high school choir or performing group, to join you. You increase community interest, have more people selling tickets, and become a hero to the other organizations. (Your chorus learns fewer songs so there is more time to polish). Word to the wise, with a high school group, don't expect more parents to attend, they often drop the kids off and pick them up without buying tickets.

There are a lot of ways to expand on what you currently do... if your marketing plan is in place, you have time to search for and brainstorm ideas to expand the events you already have in place.

[BACK to Marketing](#)