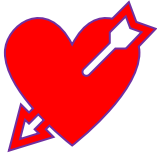


Singing Valentines – A Plan



It's November, time to plan for singing Valentine's. Traditionally Barbershoppers have been notorious for planning their singing Valentine's starting on February 1st. Of course, that means you're working in a noticeably short window of time to put together a successful plan.

A better idea is to start planning in late October- early November, here's some organizational steps you can take:

Pre-Planning:

Make sure you have a **Singing Valentine Chairperson**, **Quartet Wrangler**, and **Logistics Manager**.

Chairperson oversees all aspects of the event, **Quartet Wrangler** is responsible to ensure that quartets (especially pick-up qtets) are practicing, learning the songs, and functioning as an ensemble. **Logistics Manager** works to find the most efficient way to make deliveries for the most effective use of quartet time.

Step 1: build your quartets. Remember to sell the benefit and fun of this event. A chance to perform in an intimate atmosphere, to help celebrate someone's love, and the success of a fund raiser for the chapter. Announce delivery dates and hours to allow members to check their calendars for availability. Can you stretch this into a multiple day event...the day before and the day after the 14th?



Step 2: get them singing together and planning their Valentine songs. This allows the quartets to choose beyond “**The Story of the Rose**” and “**Let Me Call You Sweetheart**,” to find other Valentine's material. Remember pick-up quartets will need more guidance than standing quartets.

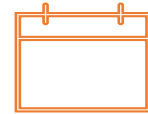
Step 3: build time into your meetings for quartets to practice, an hour before or 1/2 hour after your regular chapter meeting.





Step 4: start building your Valentine's materials, posters, brochures, outside advertising, community outreach to promote your event, and create or update your order forms.

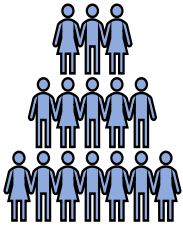
Step 5: decide your sales dates and delivery times. What date are you going to start your sales, what date will the sales end? At this point you should know your Singing Valentine's price structure. Remember to keep the price point at a level your community will support. Take into consideration economic trends and select your prices carefully.



Step 6: set your Valentine budget goal. Pick a number that's achievable and start promoting it to your entire membership so they know what the goal is. If you don't say your goal, you probably won't achieve it. It's better to have a number ready for them to understand. \$3200 is not beyond the realm of possibility so make that your Valentine's Day goal.

Step 7: decide on dates when all quartets will audition/present their material for Valentine's to make sure you're sending out the best product that you have available. Set your audition/coaching dates early enough so that quartets can re-audition. An early January audition/ coaching date works best with the second date a little bit closer to the beginning of February. The most difficult part of this process is that you want to send out the best representation that you can, so you don't want to have mediocre quartets. Use your music team to help create better quarteting, for a more favorable outcome not only this year, but next year as well.





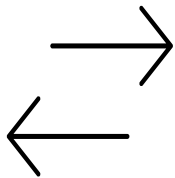
Step 8: engage the entire membership in the Valentine's Day project. Just because a member is not singing in a quartet doesn't mean they are not part of the equation. Most quartet members will be excited about the opportunity to sell Singing Valentines for your chapter. But members not taking part in the project may not think it has anything to do with them.

The answer is to ask each member of the chapter to try and sell 3 Singing Valentine's. There will be those that miss the minimum, but there will be those that exceed the minimum as well.

Step 9: Remember to make your budgetary goal known to everyone. How much money are you planning to bring in during this Valentine's season? It's also helpful to announce weekly where you are at in the sales process. If chapter members know that the goal is \$3200 and you now sit at \$1000, it's easy to calculate how much more you need to do.



You might even decide to run a contest for the most sold Valentine's by a chapter member, and most sold Valentine's from quartet members and award a couple of small prizes.



Step 10: Organization and planning is your best friend so work well ahead of yourself. Allow the lessons of this year, to become a blueprint for next year. KEEP records for future Valentine chairpersons. Monitor your progress, use this year's sales totals as benchmark for next year. Decide if your pricing was too high, too low, or just right.