



Chapter Invitation idea

Dear _____,

(Chorus name) wishes to invite you to join us for fun, fellowship, and song! We meet every (day)_____ night from (time)_____ to (time)_____ and would welcome the opportunity to have you join us.

We'll provide you with music, encouragement, and stuff you with cookies. For us, this is one of the best nights of the week, where we forget our cares, aches, and pains, and enjoy 4-part harmony. We want to share this experience with you.

Please RSVP by calling _____ - _____ - _____.

Chapter Follow-up Idea



Hello _____

Thanks for joining us last (day)_____ night for our (Guest Night/Chapter Meeting). If you enjoyed the evening as much as we enjoyed having you with us, the night was a huge success. This is an invitation for you to join again next week to sing, and to learn more about our fellowship, events, and activities.

Our chapter is part of the Barbershop Harmony Society a group of singers that specialize in singing popular songs in the Barbershop style. Your visit with us is the first step of experiencing a world of harmony.

If you have questions, please contact us at _____ - _____ - _____. Better yet visit us in person we'd love to have you back.



Key things to remember in inviting/follow-up, and recruitment:

1. Focus on the Guest
 - a. How much **their** visit meant to your chapter.
 - b. The contribution that **they** made as a guest
 - c. The contribution **they** can make in the future
 - d. The opportunities that **they** will have as a member
2. Show **them** a great chapter meeting every time (this takes planning)
3. Provide **them** with take home material such as a tri fold about the chapter,
4. Share written information how to move forward in the membership process.
(it should be uniform for all new and transfer recruits)
5. Take your time in the process, tell them the truth, and **let them** determine how fast **they** wish to go. Don't overwhelm **them**.

The more you touch someone the better your chances of a return visit. You only have about 2 minutes to make your first impression – so have everything in place to make your guest feel successful.

A handwritten letter in the mail nowadays is a way to personalize your message and is a way to reach someone unexpectedly, but it is a slow process.

Email is faster, not quite as personal, but is effective.

A phone call follow-up is faster and can be much more personal. A ride to the next meeting is even more personal. TAKE an interest in your guest and show them the “perks” of being a member in your organization.

Here's a cliché that might help: “No one cares how much you know, until they know how much you care.” SO, care for your guest’s well-being, and draw them into your group.

Remember this is not a “pledge rush” ... this is a welcoming experience for your guest. You are responsible for their success. Good Luck – You can do this!

[BACK to Marketing Tidbits](#)

