



Judy Galloway &lt;jhgalloway47@gmail.com&gt;

## EVG - Chapter Leader News April 2023

1 message

Chris Powell &lt;Secretary@evgdistrict.com&gt;

Sat, Apr 15, 2023 at 7:14 PM

Reply-To: Secretary@evgdistrict.com

To: jhgalloway47@gmail.com

# CHAPTER LEADER NEWS

Building Relationships Between Chapter and District Leaders

**April 15, 2023**

Hello Chapter Leaders,

In this April issue, you'll find a few tasks that BHS requests taken care of in May, tips on doing a SWOT analysis for your chapter, an article about reevaluating things your chapter does, along with info about the coming Chorus Festival/Quartet Pre-lims and Harmony College NW. Don't miss the 2-question survey below.

## CHAPTER CHECKLISTS - for April / May

### April/May Reminders

- Update chapter roster and distribute to membership
- IRS Form 990-N E-Postcard filings are required by May 15 or CRA Form filings) and keep copy for chapter.
- Annual Financial Review must be filed by the Chapter Secretary by May 15th through the Chapter Profile in the BHS Member Center (Compliance Filings and Reports), and file in chapter's official record. Keep for a minimum of seven years.

## Communication Questions - here's what you had to say in March:

How does your Chapter communicate internally?

- Member messages on our website
- Groupanizer / Choir Genius
- Group emails
- Phone calls (when time is of the essence)

How does your Chapter connect externally? (Public, Prospects...)

- Local chat groups (Nextdoor, Facebook Groups)
- Eventbrite
- Newspaper articles
- Facebook
- Meetup

How do members communicate with their peers?

- Texting !!
- Facebook (posts and messaging)
- Emails
- Phone calls
- Afterglows after rehearsal
- Meetings outside of rehearsals

## S.W.O.T. YOUR CHAPTER

The Marketing Plan is a tool to help you identify the characteristics of your Chapter events. Identifying your Product, Price, and Place helps you plan promotional opportunities. Marketing takes into consideration your current customer, and your

ideal customer, and allows you to determine your advertising channels. (Posters, flyers, paid Ads, personal appearances, and business tie-ins to mention a few.)

Another tool that a chapter can use is a S.W.O.T. analysis. A SWOT analysis can help identify the pros and cons of an event or project. SWOT works in two areas, the internal and the external.

S= Strengths W= Weaknesses O= Opportunity T= Threat

Sample:

## Chapter

<b>Strength</b> Welcoming, Energetic, High Member involvement	<b>Weakness</b> Aging audience, aging members, not visible in the community....
<b>Opportunity</b> Develop plan for community visibility. Partnership with community organizations.	<b>Threat (external)</b> Shrinking entertainment dollars, venue price increase, new chorus in town.

S and W identify internal issues that you have control over, while O and T identify external issues that you can use to your advantage, and any external threat to success. It is usually best to brainstorm these with other leaders. It **MUST** be an honest look to be effective.

By [Greg Kronlund AIB](#)

## April 22, 2023 - QUARTET PRE-LIMS & CHORUS FESTIVAL

Last Reminder: [Evergreen District Quartet Prelims and Chorus Festival](#) will be next weekend, April 22 at Tacoma's Stadium High School Auditorium 111 N E St, Tacoma, WA.

10:00am - Chorus Festival, featuring Tacoma Vocal Standard, Northwest Mix, West Sound Chorus and Northwest Sound.

1:00pm - Quartet Session #1

4:00pm - Quartet Session #2

Tickets are \$25 for the day's singing events and you can get them at the door. Come and support Evergreen Quartets as they qualify for International! The Tacoma Chapter is hosting an Afterglow in the evening.

**WE WANT TO HEAR FROM YOU... 3 questions:**

**[CLICK HERE TO ANSWER TWO QUESTIONS](#)**

## HARMONY COLLEGE NW - You can register now!

Harmony College Northwest - June 16-18, 2023  
University of Puget Sound - Tacoma, WA

Mark your calendars for June 16-18, 2023 ... and start making plans to attend HCNW this summer in Tacoma, WA.

Check out our NEW website -- [www.harmonycollege.net](http://www.harmonycollege.net)

The website is packed full of information about our classes, the faculty, campus life, and opportunities being offered this year.

There are various sources of [financial help](#) to share with your chapter members.

## "Sacred Cows" Make the Best Burgers

A 17-year-old visits a Barbershop Chapter in 1967... Little does he realize that it's quartet night. As he arrives, he finds men grouping together in circles of four, facing each other, and everyone begins to sing *different* songs. He stands and listens, bewildered at this behavior, and wonders what is going on? He stays until break and finds it a suitable time to leave. This 17-year-old, who loves to sing, goes away with a bad taste for barbershop that lasts for 37 years.

From the outside looking in it appears: Barbershoppers entertain each other because they sing to themselves? Why do they turn inward instead of looking outward? Why do barbershoppers stay cloistered in their rehearsal space and expect new members to find them? Do barbershoppers sing tags for entertainment, but often exclude non-barbershoppers?

Chapters recognize the need to find new members, but frequently have no idea how to reach them. Barbershoppers often expect new members to adapt to the chapter culture. Perhaps understanding and embracing a new culture would serve chapters in a more productive way. If we don't learn to communicate with the new generation, our society, districts, and chapters may vanish in the fog of a memory.

What are your Sacred Cows?

1. What sacred cows should your chapter examine?
2. What is your chapter doing to look outward toward the future?
3. Is your chapter embracing the culture outside your windows, or staying static?
4. What would your chapter do differently than what the 17-year-old experienced?

If we do not adapt, we are destined to fail. We can't think outside of the box until we know the dimensions of the box we are in! There has never been a better time to take an unflinching look at our chapters and create new programs to embrace new members in a meaningful way. We don't have to change everything, but we could adapt and make a few burgers from some of our sacred cows.

## WANT TO ADVERTISE YOUR COMING SHOWS/EVENTS?

PLANNING A SHOW – and WANT TO ADVERTISE IT? Don't forget to work with Chris Powell to get your show approved. Once your show is approved, AND you send us your poster/flyer, the EVG Communications Team will kick into action and add your event to our EVG calendar – and post your flyer on the website, EVG's Facebook, and include it in our monthly Greensheet. CHECK OUT: <https://evgdistrict.com/show-approvals/>

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Next GREENSHEET - May 1st -- (deadline for submissions, 4/26/23)

Send your items to [Sid Brown, Communications](#)

[www.EVGDistrict.com](http://www.EVGDistrict.com)

[EVG YOUTUBE](#)

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If you need additional help, please contact:

**Chris Powell**

Evergreen District Secretary

**11519 Durland Ave NE**

**Seattle, WA 98125**

[secretary@evgdistrict.com](mailto:secretary@evgdistrict.com)

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**Note: Current District Leaders are also included in this contact list.**  
Questions: [webmaster@evgdistrict.com](mailto:webmaster@evgdistrict.com)

[Update Profile](#)

This message was sent to [jhgalloway47@gmail.com](mailto:jhgalloway47@gmail.com) from [Secretary@evgdistrict.com](mailto:Secretary@evgdistrict.com)

Chris Powell  
EVG District  
2520 W Montello  
Hood River, OR 97031

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