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EVG - Chapter Leader News June 2023

1 message

Chris Powell <Secretary@evgdistrict.com>

Thu, Jun 15, 2023 at 8:04 AM

Reply-To: Secretary@evgdistrict.com

To: jhgalloway47@gmail.com

CHAPTER LEADER NEWS

Building Relationships Between Chapter and District Leaders

June 15, 2023

Hello Chapter Leaders,

First, here's the zoom link from Don Greer for this weekend's EVG Board meetings and the HOD meeting being held in Tacoma during HCNW. Both are very important -- and definitely the HOD meeting needs as many of our chapter presidents in attendance as possible.

Board Meetings & ZOOM: Friday, 10:00am (PDT) to noon & 1:00-2:45pm (PDT)
HOD Meeting & ZOOM: Saturday, at 1:45pm (PDT) to about 3:15pm (or so)

Here is the Zoom invitation for both the Board and the HOD meetings. The link will be the same in each case.

Join Zoom Meeting

<https://us02web.zoom.us/j/83903777223?pwd=YmdrV2xHS21QM2hqblFydzhHbjBUUT09>

Meeting ID: 839 0377 7223

Passcode: 909165

One tap mobile

+16694449171,,83903777223#,,,,*909165# US

+16699009128,,83903777223#,,,,*909165# US (San Jose)

CHAPTER CHECKLISTS - for June & July

Summer time! Just do a double-check on the following:

- Verify with the Secretary that financial files (IRS or CRA) information, the Annual Financial Review, and the incorporation information was reported in the BHS Member Center. (Pres)
- Suggest that members have webcast parties to watch at least some of the BHS International in a few weeks, in Louisville. The link to signup is: <https://www.barbershop.org/livestream>
- and lately, make sure that your Nominating Committee is preparing the Slate of Officers for the coming year. (Pres)

YAKIMA CHAPTER WORKING TO REBOUND

Small successes can lead to big results, but it is hard to recognize success when you are struggling. In November of 2022, the Yakima Chapter was down to about 5 members including the director. In December they built a plan to grow their singers to be able to sing four-part harmony. Yakima did an amazing thing, they have grown to about 9 singers, have sung on a show, sang in the public on Valentines Day, did a "St Patrick's Day Barbershop Crawl" and are making inroads with the Yakima Business Association. Yakima has been a member of the district for many years, and

we salute their efforts to keep their chapter singing. We wish Yakima all the best as they work to regain a viable singing community. To send them words of encouragement contact [Director David Ramsey-Warner](#).

MARKETING TO INVITE, EXCITE & DELIGHT

As barbershoppers we live in a strange world. Strange to outsiders but perfectly normal for our members. After all, it's taken 85 years to develop traditions within our Society. One marketing tradition that has *NOT* changed is member to family and friends' sales. One-on-one marketing. The first job is to invite them, excite them, and delight them. Marketing for new recruits involves the same tactics.

Once we get new members, we need to keep them. We are always looking for member buy-in. Covid exposed how much chapter's relied on the "Tuesday night" habit, and when it disappeared, members fell away, because they were paying to sing and covid prevented that. Covid also pointed out weaknesses in chapter governance, as chapters stopped planning, dreaming, and small power plays appeared. As much as we don't like to admit it, all this happened to various degrees.

Marketing to your members takes a lot of thought, but here are two things you might consider:

1. As you struggle for growth, do your current members understand the power of growth? Do they buy into the need to grow the chapter? Are they ready to invite, excite, and delight guests? Do your leaders invite, excite, and delight your current members? Do all your members know your current goals, and do you remind them weekly why you want to strengthen the group? This is grassroot, street smart marketing, your social media is important for this, but for the most part we are an invitation organization.
2. Do your members take ownership of the music you are requesting them to sing? One organization presents pre-selected charts, shares the song with the group, and asks each member to rate the song. The music team will get valuable feedback on the members' interest in performing the music. Members often display their indifference or dislike for a song by struggling with it, not learning it, or performing it well. Often members will complain about the range of their part in the song, or mumble about a song every time you bring it out. You can save a lot of rehearsal time by having "member approved music" for your next show. This is another way to invite, excite, and delight your membership, old and new.

What other ideas can you use to market to your current members and keep them engaged?

[Greg Kronlund, EVG Chapter Marketing Advisor](#)

SACRED COWS MAKE THE BEST BURGERS - Part 2

It took 37 years for Barbershop to find this 17-year-old again, now 54 years old. A one-year-old chapter invited him to join. This time he found a chapter that didn't know what it didn't know and was willing to try anything to gain audience and members. He discovered a chapter that was forward thinking, engaging, singing well, and learning as it went. The problem they faced was visibility. They knew the dimensions of their small box, so thinking outside of it was not a problem.

The chapter formed an eight member VLQ to supplement the current standing quartet to create three quartet ambassadors for the chapter. Then the ideas came rushing forward.

1. A singing yard sale...the chapter found donated items for a garage sale, found a big yard, and sang to the passersby and yard sale customers.
2. Sending quartets to businesses to place posters in their windows and sing a thank you. A Main Street Serenade.
3. Annual Show advertising sold via quartet, with a follow-up acapella thank you after the show. (With paperwork to sell an ad the next year prepared.)
4. Appearances at Elementary schools to promote singing in general.
5. A Christmas "stroll and sing" at a local Florist event, in trade for Roses at Valentines.

6. Regular Chapter nights at retirement homes, providing the home with a 45-minute free show for residents, then retiring to another room to finish the rehearsal. Meeting with the activity director to encourage residents to attend the next annual show.
7. Arranging to sing at the entrance of two Walmart's with a small ticket sale "booth."
8. Singing with chorus and/or quartets at local events whenever possible.

And there were more ideas! The chapter hadn't learned what it couldn't do. The chapter hadn't learned that "change" is a four-letter word. However, as the years moved along, the members grew more comfortable, stopped innovating, and eventually folded. "Group think" took hold, and resistance to innovative ideas grew.

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.

[Greg Kronlund, EVG Chapter Marketing Advisor](#)

CLICK HERE FOR OUR COMING EVENTS



HEADING TO LOUISVILLE!!

GO FOR THE GOLD!!!

JUNE 25th -- Sunday -- 6:30pm

Here's a great opportunity to show support for our EVG members who are in quartets and choruses heading to Louisville for the BHS International this July!!

[FACEBOOK](#); [PDXVOICES](#)

Naveh Shalom - Stampher Chapel
2900 SW Peaceful Lane
Portland, OR 97349



June 16-18
Tacoma - UPS



July 1-9
Louisville

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/>

Next GREENSHEET - July 1st -- (deadline for submissions, 6/25/23)
Send your items to [Sid Brown, Communications](#)

www.EVGDistrict.com

EVG YOUTUBE

If you need additional help, please contact:

Chris Powell
Evergreen District Secretary
11519 Durland Ave NE
Seattle, WA 98125

secretary@evgdistrict.com

Note: Current District Leaders are also included in this contact list.

Questions: webmaster@evgdistrict.com

[Update Profile](#)

This message was sent to jhgalloway47@gmail.com from Secretary@evgdistrict.com

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