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EVG - Chapter Leader News May 2023

1 message

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CHAPTER LEADER NEWS

Building Relationships Between Chapter and District Leaders

May 15, 2023

Hello Chapter Leaders,

In this May issue, you'll find a few tasks that BHS requests taken care of in May/June, links to Harmony College NW, a great article on Two Flavors of Marketing, and a reminder to visit nearby chapters and their events..

CHAPTER CHECKLISTS - for May/June

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

- Annual Financial review has been shared with your members, filed in your chapter's official records, and posted to your Chapter Profile in the BHS Member Center (Compliance Filings and Reports)
- Your IRS 900-NE, IRS-900, or your CRA forms have been received. Presidents and Secretaries should have a copy.
- Inform membership of the upcoming Society International Convention.
- Be ready to share and also be on the lookout for new ideas for our chapters and chorus(es): read the Livewire, check out the BHS website and Member Center, and scan our www.evgdistrict.com
- Is your image and information up-to-date? Check your website, FACEBOOK pages, local newspaper listings, and any local online calendars or groups you are listed in. Make sure you add something new regularly.
- Start picking your Nominations Committee and look around for members to become future leaders in your chapters.

HARMONY COLLEGE NW

Bringing Singers Back Together!



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

Check out our NEW website -- 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.

MARKETING COMES IN TWO FLAVORS

Sometimes chapter leadership forgets that Marketing comes in two parts. The Chapter Marketing VP and the Chapter Board handle External Marketing to increase audience, members, visibility, and advertisers. Internal Marketing is the function of encouraging current and new members to engage in your chorus events, outreach, and alignment. Chapters often find themselves forgetting about IM completely.

Here's a story to illustrate lack of IM for alignment:

The board of one chapter decided to take the courageous step of asking the membership if they viewed the chapter as community or competition. The president said, "If you think we are a community group stand on that side of the room, if you think we are a competitive chorus stand over here." When the dust settled, only four people stood on the competitive side of the room! The four standing on the competition side of the room were board members.

Questions to discuss:

1. Why was the board unaware of the members' true expectations?
2. What Internal Marketing could have prevented this misalignment?
3. Did new members receive orientation to help them understand the Chapter culture?
4. Were new members introduced to Barbershop jargon to help them assimilate into the group faster?
5. What procedures can your chapter adopt to make sure everyone is rowing in the same direction?

Building an Internal Marketing Plan is just as important as building your budget, planning your music, writing your shows, and keeping your chapter legal. If you go to great lengths to recruit new members, make sure you have an IM plan in place to

keep everyone excited. It is important to have both “flavors” of marketing, planned and executed, for the health of your chapter.

SHOW YOUR SUPPORT - ATTEND NEARBY CHAPTER SHOWS

Back in days gone by, barbershoppers would travel great miles to support chapter shows, quartet parades, and other events happening within the Evergreen District. It was nothing to see Bud Leabo (Eugene), Ray Greaves (Coquille), Hub Stone (Klamath Falls), and many others, walk in a distant door for a show or chapter meeting. Thanks to men like them throughout the years, Evergreen District has continued to be a close network of barbershopping friends.

The past is behind us. Now that we can get together, we SHOULD GET TOGETHER as much as possible and celebrate SINGING TOGETHER. There are workshops and shows coming almost weekly now. If you can attend any of them, DO! Show your support so that we can continue to share our wonderful sound with each other for years to come!

CLICK HERE FOR OUR COMING EVENTS



Salem - 5/20



Grove City-5/16-27



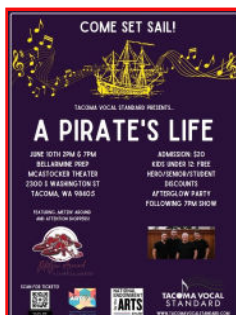
Grove City-5/27



A Cappella NW-6/3



Boise - 6/3



Tacoma - 6/10



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 - June 1st -- (deadline for submissions, 5/26/23)

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

www.EVGDistrict.com

[EVG YOUTUBE](#)

If you need additional help, please contact:

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11519 Durland Ave NE
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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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