MEMBERSHIP AND MARKETING

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Membership and Marketing

During the recent ZOOM Marketing Meetings, it became clear that Chapters are concerned about Recruiting and Retaining Members. The Zoom participants found that the Marketing VP and the Membership VP should work together to address these issues.

The Marketing VP handles Internal Marketing (members) and External Marketing (community). The Membership VP handles recruiting (external) and retention (internal). It became clear that both Vice Presidents overlap in their duties. This obvious relationship will lead to better planning, better execution, and better member buy-in.

Not all chapters have a Marketing VP, but it would be a great idea to have another interested person help the Membership VP develop and carry out an ongoing plan.

Adding new members is not a one and done activity. It is an ongoing plan that requires nurturing and development. Looking toward fall, with chapter activities slowly increasing, now is the time to plan your recruitment drive, to grow your membership.

Step 1: Define your chapter.

Examples:

- A quality singing organization that specializes in community performances and fund raising for scholarships to Harmony Explosion Youth Camp.
- A fun musical chorus that enjoys singing together, growing in fellowship and social activities.
- A chorus of energetic members, striving for improvement, competition, and national recognition.
- SWOT Report on your chapter.
- Figure out your Features and Benefits for potential and current members.

Step 2: Define your goals:

- # New members in the next year.
- Keep the goal in front of you – share it with your members- and celebrate victories.
- Who is your next new member…decide who to target?
- Celebrate your success, recognize your new members with a party, a picnic, or a cupcake and a candle.

Step 3: Membership Buy-in:

- Make sure you share the plan, vision, and goal with your members. They are your built-in word of mouth. Get the members excited about the benefits of adding members.
- Develop a Chapter vocabulary, so all members share the same chapter message.
- Engage the membership to make regular rehearsals more appealing to guests and current members.
- Work with your members to have "elevator speeches" ready to go – 60 words or less.
- Identify areas that you can sell, what are the benefits of membership.

Step 4: Define your potential new members:

- Figure out who you want to join. Where you can find them, and what message you want them to hear.
- Remember your guests are not in your rehearsal space until you invite them.
- Have your Tri-Fold Brochure, Business card, and a welcoming smile ready to invite interested guests.
- Share your chapter story and show your pride of membership.

Step 5: Plan an Attractively Compelling Chapter Meeting for *every* rehearsal night.

- Build ALL guest materials ahead of time to have ready
- **All the TIME:** pick a theme (or use your logo) and then use it for: business cards for members to hand out, handouts to take home each week with bits of info about the chapter and its leaders.
- Explain how to become a member, consider a financial handout explaining dues and other costs, also posters to hang around town or at least have on the rehearsal door and have name badges ready to go (fresh looking, pre-printed with logo, pin/strings), and something for the guests to fill in quickly when they arrive.
- Don't overwhelm your guest with a "money grab", share the expense information as they are ready to receive it. Sell the Sizzle not the Steak.
- Build a simple system to track where your guests are in the membership process. What bits of information do they still need to receive? Designate section leaders to track membership process.
- Having everything neat and organized -- sets you up for success. Nothing is more distracting than, "STAND HERE while I go dig out some info for you!!"
- Music Team should have more than enough guest music, books/packets up-to-date and ready to give the guest at the right time. Devise a way to prevent the guest from fumbling through your guest book.
- An attractively compelling Chapter Meeting is also for member retention.

Step 6: Practice welcoming guests.

- **Now use your newly created tools and practice:**
- Have a couple of your members wear guest name tags and practice greeting them.
- Introduce your guests to the Director, Section Leader, and put them with a Riser Buddy.

- Debrief your “guests” to learn what you can improve on. Need to take this seriously.

- **For your “real” guests:** Offer a welcoming packet with an invitation to return. Include information about the chapter. Share the chapters goals, and mission.

- If your Chapter needs three visits before membership, prepare a packet for their second and third visit
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- Introduce the “price” of membership a little at a time- offer the benefits of each “cost.” For example: “We sing in Tuxedoes for a better look, and we can help you with that process. You can expect to spend $_ _ _ for your tux”.

- Remember this is ***NOT*** a fraternity rush, so don’t scare your guests off. Take your time have patience and have great follow-up.

- Remember these are guests so be an attentive host.

Step 7: Follow-up:

- Call, email, or visit with a follow-up. Let the guest know how much you appreciated their visit and encourage them to return. Offer your guest a ride to the next rehearsal.

- Make use of any other encouragements you can think of, that sets your chapter apart.

- Win the hearts and minds of your guest.

Step 8: Repeat steps 2 - 7

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