

## 2011 MEMBERSHIP PLAN

### (Chapter Development)

Get them in the door! Keep them once they come!

Why do they come? Fun, Singing and learning to sing, performance, excellence...not every prospect or member has the same goal.

#### I. Attracting new members.

- A. All members to be regularly reminded, at least monthly to be ambassadors for Barbershop. One on one marketing is best! Second is advertising and performance. Per Nielsen Ratings. Most likely to sign up are ages 35 – 53. Total chapter must Take Membership By The Horns!
- B. Outside of the meeting room, we need to look for love of singing in every eye (voice) we meet. At church, at work. Share our hobby with old and new friends and acquaintances. Piano tuner, grocery store guy, even the mailman, acquaintances at work, old friends. Encourage members to go get a phone number, email address. Membership committee will contact your “lead” if you need help getting your “lead” to the meeting.
  - (a) Sing out for Men’s groups: Rotary, Lions, AIA etc. High schools, college, choral groups. Send a killer quartet and get names, phone numbers, emails, etc. (Give our support to schools, singing events, especially college sing outs.)

Passing out flyers is great, a conversation is terrific! (If we get an honorarium, possibly donate it back to group's favorite charity.)

(b) Advertise. Info boards at companies. Question for all members: "Where can I post to my social network, work bulletin boards, physical, or virtual?"

(c) Social Media.

1. Improve our website & optimize in a business like way. Create linking. (Need a savvy and willing member to optimize the site or create a budget for such a person)
2. Create facebook page exclusively for Barber Shop Peninsulaires.
3. Sell singing lessons/ camaraderie/ harmony.
4. Link to YouTube video. Post and create. Create video if possible and post to website and YouTube (if we can do it within copyright restrictions).
5. Market specific communities, i.e. Hispanic = 1/3 of San Jose. African American should be hot market if it can be reached. Asian – Think karaoke. Need ideas.
6. Community newspapers (press release guy).

C. Guest nights.

Minimum three this year. Suggested March 8, 2011, June 7, 2011, and September 6, 2011. Goal is to have EVERY member bring at least one guest to a guest night.

2. The first night (Early Retention)

We rarely get a second chance to make a first impression. Everyone, every week wear name/ or put on a paper tag.

Put our sign out front – have a greeter at the door! (Greeters to be development team members or other enthusiastic volunteers.)

I. Every member must win the personality contest.

A. Membership – appoints a buddy – check voice range. Buddy stays close during meeting.

B. TOP DOWN FIRST IMPRESSION. Introduce the Director with glowing, fun, informative enthusiasm. Nashville says that “it starts and ends with the Director!”

Warm ups – creative, positive & fun (Especially with a new guy in the room.)

DIRECTOR – finds out who is new and walks up to new guy and shakes his hand.

C. After warm ups and before the first note is sung, every guy around a new guy shakes his hand (at least before running for cookies).

D. TAG TEAMS – specialists on one or two easy tags. Then Buddy walks him back to cookies & camaraderie (if this can be accomplished in 9 minutes!).

(a) Teach two easy (killer) tags to all members at meeting level. Five minutes per night for a month, then review monthly.

Buddy says goodbye, looking for a promise to keep coming back.

Give a 4 in 1 polecat disc to each visitor. (Legal?) (\$10.00 per copy) (Store 5 to 10 for each part)

Follow up by membership team. Card sent to each guest after first meeting.

Email programs each week to new guy (who sends out programs?)

3. MEMBERSHIP and RETENTION – It must be fun to be a guest!

I. Buddy finds out the guest's goal.

- A. Fun
- B. Learn to sing
- C. Relaxed atmosphere/working atmosphere. (depends on our mission)
- D. Education – Take new guys into another room (maybe during a fine – tuning session). MEMBERSHIP will ask knowledgeable instructors to lead those sessions. Possible topics:
  - 1. History of Barber Shop & PAMV.
  - 2. What is Barbershop harmony?
  - 3. What do we do at a performance, information about costumes, make-up and why we perform, etc.

4. Closing the new member.

Buddy and MEMBERSHIP. Stay in touch with the new guy.

Selling points–

Ease of joining.

Low cost for a year of fun.

(EZ Dues Auto Draft).

Having fun.

Quarteting.

Excellence according to Mission Statement.

## Long Term Retention

- I. Follow the Compellingly Attractive Meeting Program (CACM). Reinforce at board meetings.
- II. Friendships are key. Become a friend.
- III. Nielsen ratings: 37% of new members don't renew in year two. Don't let a guy wander aimlessly.
- IV. Call guys who miss two meetings.
- V. Bottom line: He has to want what we have.

## 2011 Chapter Development Budget

### Proposed:

- Advertising, Printing, Web Development, \$600

#### Learning Tracks, etc:

- Bass \$150
- Tenor \$ 60
- Baritone \$75
- Lead \$150

Total proposed: \$1035