

**Region 7  
Membership  
Marketing Plan**

**FY 2009-2010**

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## Region 7 Membership Analysis

It's important to conduct an analysis of the regions current membership status prior to developing a membership\marketing plan. Region 7 reviewed the previous year's membership numbers and annual reports to provide an image of the current status.

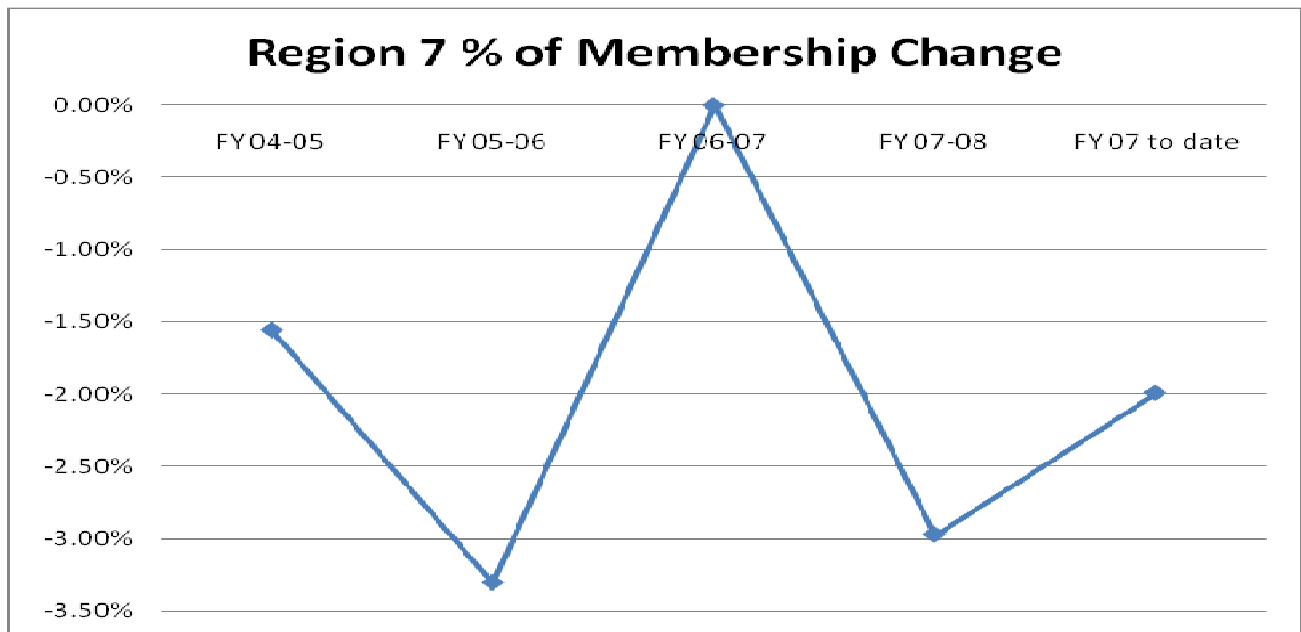
### Membership Counts for last 5 years compared to year to date:

	<b>FY 03-04 Members</b>	<b>FY 04-05 Members</b>	<b>FY 05-06 Members</b>	<b>FY 06-07 Members</b>	<b>FY 07-08 Members</b>	<b>12-2008 Members</b>
<b>Chapter</b>						
2907 Chapter-at-Large Region 7	38	39	27	57	25	35
0757 City of Fountains Chapter	30	27	33	34	30	29
0770 Emerald City Chapter					38	38
0740 Grand River Harmony Chapter	22	20	16	15	17	18
0721 Harmony Central Chapter	47	43	43	47	45	41
0724 Hutchinson Chapter	38	38	43	40	28	25
0728 Kansas City Chapter	139	149	147	149	141	137
0748 Lincolnaire Chapter	72	58	36	28	21	25
0744 Northland Chapter	21	23	16	18	22	18
0758 Omaha Chapter	34	37	50	47	51	47
0746 Pratt Chapter	20	19	19	17	17	18
0753 RiverSong Chapter	26	22	22	26	30	32
0755 Show Me Sound Chapter	18	16	15	18	16	17
0781 Sound of the Heartland Chapter	18	23	25	26	22	21
0766 Sunflower Harmony Chapter	46	47	45	48	45	41
0777 Twin Rivers Chapter	19	18	20	21	20	20
0787 Wamego Dutch Mill Chapter	43	46	49	50	54	52
0792Wichita Chapter	76	71	67	32	31	26
<b>Total: 18 chapters</b>	<b>707</b>	<b>696</b>	<b>673</b>	<b>673</b>	<b>653</b>	<b>640</b>

\*Membership counts received 1-8-09 from SAI

### Membership Change:

Chapter	FY 04-05 % Change	FY 05-06 % Change	FY 06-07 % Change	FY 07-08 % Change	FY 07 to date % Change
2907 Chapter-at-Large Region 7	2.63%	-30.77%	111.11%	-56.14%	40.00%
0757 City of Fountains Chapter	-10.00%	22.22%	3.03%	-11.76%	-3.33%
0770 Emerald City Chapter					0.00%
0740 Grand River Harmony Chapter	-9.09%	-20.00%	-6.25%	13.33%	5.88%
0721 Harmony Central Chapter	-8.51%	0.00%	9.30%	-4.26%	-8.89%
0724 Hutchinson Chapter	0.00%	13.16%	-6.98%	-30.00%	-10.71%
0728 Kansas City Chapter	7.19%	-1.34%	1.36%	-5.37%	-2.84%
0748 Lincolnaire Chapter	-19.44%	-37.93%	-22.22%	-25.00%	19.05%
0744 Northland Chapter	9.52%	-30.43%	12.50%	22.22%	-18.18%
0758 Omaha Chapter	8.82%	35.14%	-6.00%	8.51%	-7.84%
0746 Pratt Chapter	-5.00%	0.00%	-10.53%	0.00%	5.88%
0753 RiverSong Chapter	-15.38%	0.00%	18.18%	15.38%	6.67%
0755 Show Me Sound Chapter	-11.11%	-6.25%	20.00%	-11.11%	6.25%
0781 Sound of the Heartland Chapter	27.78%	8.70%	4.00%	-15.38%	-4.55%
0766 Sunflower Harmony Chapter	2.17%	-4.26%	6.67%	-6.25%	-8.89%
0777 Twin Rivers Chapter	-5.26%	11.11%	5.00%	-4.76%	0.00%
0787 Wamego Dutch Mill Chapter	6.98%	6.52%	2.04%	8.00%	-3.70%
0792 Wichita Chapter	-6.58%	-5.63%	-52.24%	-3.13%	-16.13%
<b>Total: 18 chapters</b>	<b>-1.56%</b>	<b>-3.30%</b>	<b>0.00%</b>	<b>-2.97%</b>	<b>-1.99%</b>



## Chapter Perceptions:

### 2007 Annual Report

*For the 2007 Annual Report 9 choruses responded to the survey and reported the following information about their membership:*

56% reported an increase in membership  
 33% reported a decrease in membership  
 11% reported that membership stayed the same

67% reported that membership was a focus of the year  
 33% reported that membership was not a focus of the year

#### *Comments made by choruses:*

- Changing our rehearsal location has made a huge impact in gaining new members. We also have gotten new members by word of mouth, and the newspaper.
- We've tried a lot of the ideas with no success.
- As you know we had a split from the chorus. We are just now being able to focus on membership growth.

#### *Other Membership Comments:*

- Need more young members for growth & survival of Sweet Adelines. YWIH program is important
- Membership growth.
- Vocal skills and membership growth and retention, keeping regional event costs low. Continue support for small choruses.

## 2008 Annual Report

*For the 2008 Annual Report 12 choruses responded to the survey and reported the following information about their membership:*

50% reported an increase in membership  
0% reported a decrease in membership  
50% reported that membership stayed the same

75% reported that membership was a focus of the year  
25% reported that membership was not a focus of the year

### *Comments made by choruses:*

- Growth is a focus but not primary. Our primary focus this past year has been improving vocal production of all members so our musical abilities becomes a product which will attract singers and we will be able to communicate to visitors the fun, joy and fellowship of our chorus. We do have a yearly Songfest and invite singers to join us for a 6 week session and then perform with us. We follow up with a celebration dinner and then give them membership info. Then they decide if this is something they wish to do. This has worked very well for us and is a lot of fun for our chorus.
- We have increased our membership by demonstrating to our guests our energy and commitment to excellence. Every member of our chorus is on our membership team and have been responsible for bringing in guests and potential members.
- We grew our membership in an unorthodox way (combining with a chorus from another region) and felt the regions disapproval. In that way, the region was not encouraging to our membership growth and retention efforts.

### *Other Membership Comments:*

- The region has been very helpful to smaller choruses in the past couple of years, which has contributed a great deal to our ability to get back on track. Continuing this focus can only help us as we now find our chorus healthy and ready to grow.
- A unified approach to the betterment of the region - a stronger unified vision needs to be conceived and mapped out by all members of the RMT. A dedicated plan of growth that encourages and supports membership needs, continued vocal/musical/visual education and a creating/nurturing/advising plan for leadership on all levels. Encourage and promote reaching out to new singers, particularly young singers, that are interested in singing barbershop, becoming chorus members and future leaders.
- Helping choruses attract new members/increasing musical skills.
- Membership retention.
- Need the younger members their energy and enthusiasm.

## Strategic Plans

Another aspect necessary to the development of our membership\marketing plan is to look at our strategic planning document. The Region 7 RMT held a retreat in November, 2008 and thoroughly reviewed and reworked our Strategic Plan. We are still in the process of developing our measurements and strategies. Currently our identified long term goals and strategies are:

### Long Term Goals (next 5 years):

- A. Midwest Plains Region 7 will provide quality education that supports the enjoyment of barbershop harmony for all.
- B. Midwest Plains Region 7 will provide responsible and cost effective financial planning that supports member participation and enjoyment in all regional activities.
- C. Midwest Plains Region 7 will promote, recognize and reward membership growth and retention.
- D. Midwest Plains Region 7 will be recognized among region 7 communities as the leading performing and educational organization for women's a cappella music.

All of these goals will have an impact on membership in some way or another. Our strategies for accomplishing these goals are still a work in progress but those identified during our 2008 retreat are:

### Strategies for Goal A (enjoyment)

- 1. Develop a communication plan to keep benefits of membership in front of the members.
- 2. Develop options for increasing Regional Assessments that meets the needs of the members equitably.
- 3. Lower costs of regional events by exploring sharing and collaborating with other regions and groups, and by including education at competition and other events.
- 4. Develop non-dues revenue, especially grants and sponsorships.

### Strategies for Goal B (finances)

- 1. Continue to bring in top notch International faculty with targeted learning areas and promote participatory learning.
- 2. Create a Region 7 Vision Team to work with the education coordinator that includes leveled measurements and outcomes.
- 3. Develop Region 7 Faculty through training, standards, and procedures and curriculum.
- 4. Upgrade, refine, and continue the chorus outreach program including musical coaching and administration that touches every chorus every year.
- 5. Develop directors and future directors through differentiated training of directors, assistant directors and section leaders, utilizing International and Regional faculty.

### **Strategies for Goal C (membership)**

1. Support Club 7 leadership to continue quartet education and mentoring.
2. Building chorus to chorus Buddy Program, challenging choruses to develop ideas.
3. Developing short term tasks to involve more members at chorus and regional levels.
4. Membership Incentive program to be implemented 2009-2010 to include recognizing chorus leaders and new members.
5. Promote YWIH: Rising star contest, summer camps.
6. Develop a program that promotes using International and Regional Websites.
7. Promote a vibrant, more youthful culture that appeals to younger women. (more activity, faster pace, updated music)
8. Grow the Regional Membership by 25% in 5 years.

### **Strategies for Goal D (recognition)**

1. Implement standardized marketing plan for choruses including using technology for publicity.
2. Implement Ambassador Program, training members to connect with the community as speakers and performers.
3. Encourage choruses to be involved in community groups and activities, exploring grant opportunities, and recognizing choruses for community service activities.
4. Connect with music educators in the region, offering free tickets to competition, music schools, or chorus shows.

## **Region 7 Membership/Marketing Plan**

The Region 7 Marketing Coordinator in coordination with the regional management team will develop a marketing plan. One of the accomplishments in the 2008-2009 Fiscal Year has been the addition of templates to the regional website that choruses can download and customize. The region has also made a concerted effort to add links to International resources on our website to put as many resources as possible at our membership fingertips.

A Marketing/Membership plan, integrated with the Real Women, Real Harmony, Real Fun Campaign has been developed and follows.

The Region 7 Management Team has also made a commitment to have Membership/Marketing education sessions at each Regional Education Symposium. A Membership/Marketing track will be held at the bi-annual Leadership Retreats. A track was available at the 2007 Leadership Retreat and another is planned for the June 2009 retreat.

### **Increasing Membership Together with One Message, One Voice!**

The purpose of Region 7 choruses Marketing Plan is to increase community awareness of Sweet Adelines International Choruses, thereby helping to build membership and increase and develop new audiences for Region 7 choruses. This will be achieved by creating an integrated visibility plan, to be implemented by every Region 7 chorus, using the International marketing materials for Real Women/Real Harmony/Real Fun, to create continuity of message in communities throughout the Region and stressing the attributes of singing and performance. The Marketing and Membership Coordinators will engage each chorus in helping to develop this marketing plan so that it is tailored to our Region specifically.

Region 7 choruses' niche will be quality education, quality a cappella entertainment and public service within each community. Our identity will be portrayed as a diverse group of talented women having fun singing and serving their community. Other aspects of our identity goals will include...

- a. Educational Organization
- b. Community Asset – Public Service performances
- c. Professional
- d. Knowledgeable and Talented
- e. Warm, Caring, Nurturing
- f. Energetic
- g. Confident
- h. Contemporary

Region 7 is also exploring the possibilities of promoting a cold start chorus in the 2008-09 Fiscal Year.

## Marketing Budget

The RMT will propose that the region and each chorus devote 10% of their projected gross income to this marketing project in fiscal 2009-2010. This budget will help cover the cost of marketing materials...printing chorus brochures, posters, flyers, gift certificates, business cards, mailings, etc.

Example: chorus budget \$5,000.00 = chorus marketing budget \$500.00.

## Audience

1. Our target audience is primarily women between the ages of 16 and 90 within each community served by a chorus.
2. Our secondary target audience is men and women of all ages.
3. Our tertiary audience is younger women aged 16-40.

## Marketing vehicles

Region 7 will suggest the following member marketing vehicles, with the understanding that details for each quarter may vary, depending upon the chorus.

### *1<sup>st</sup> Quarter Marketing*

Promote singing lessons.

1. Suggest 4 week lesson plan and rehearsal schedule as outlined in Members Count Toolkit Section 4 pages 5 and 7
2. Director play integral role in teaching vocal lessons
3. Use copies of the Handouts for the vocal lessons (Sec. 4 pp. 9-42)

### *2<sup>nd</sup> Quarter Marketing*

Promote free trial membership with Performance Opportunity Plan (POP).

1. Plan performance first...Holiday, fall, etc.
2. Plan and procure copies of music to be used
3. Plan costume, simple
4. Don't discuss membership until after the Performance, then invite guests to discuss membership possibilities

### *3<sup>rd</sup> Quarter Marketing*

Promote free Guest Passes.

1. Print Guest Passes from downloadable marketing page
2. Each member distributes to women she knows who enjoy singing.
3. Plan a rehearsal with fun and barbershop education early in the evening for guests

4. Have a posted plan for rehearsal time that includes craft & physical warm up
5. Rehearsal must include some social time where directors visit with guests and make them feel welcome
6. Visible chorus leaders must visit with guests also
7. Members greet and visit with guests

### *Additional Marketing Suggestions*

1. Newspaper articles
  - a. Announce your new management team/board members. Submit to local newspaper.
  - b. Submit article for every performance, free or paid, before it takes place. Invite public if feasible. Include who, location, date, time.
  - c. Submit an article about your annual show. Mention names of people who will be performing and the communities they are from.
  - d. Submit article about your chorus attending competition, where it will be, how many choruses will be competing. Then follow up with an article telling the results of the contest.
2. Window posters and flyers using template from RW/ RH/RF
  - a. Create and print posters using RW/RH/RF template.
  - b. Ask members to post in store windows, bulletin boards etc.
  - c. Post flyers in local libraries, airports, hotels/motels, beauty shops
  - d. Distribute to libraries, hotels/motels, beauty shops etc.
  - e. Bring to every chorus performance to distribute
3. Articles in Women's publications
4. Post card mailings
  - a. To promote show or to invite guests. Use 'real' template
8. Gift Certificates for free vocal lessons
  - a. Use 'real' template. distribute widely to friends who sing.
9. Ambassadors/speakers (current group is in training, coordinated by Janet Davis)
10. Create a Chorus website
11. Create Facebook group page for your chorus – all members belong and invite friends. This will attract younger people's attention
  - a. May need to ask younger member of your chorus to manage this.

### **Chorus Responsibilities**

Become familiar with the Real Women, Real Harmony Real Fun marketing materials and use them or integrate the logo art into every promotional piece you produce.

- Customize Chorus brochures using the 'real' template
- Create Guest Passes using the 'real' template
- Create Business Cards using the template on the Region 7 website
- Create Posters using the 'real' template
- Create Chorus Website
- Create Face book page, include 'real' logo(s)
- Create Handouts for the lesson plan (Members count toolkit...on Intn'l Website or chorus property)
- Prepare Guest folders, music and chorus repertoire list

- Create Guest Packets
  - Let's Get Acquainted brochure (purchase or print similar)
  - Information about your chapter (part of membership materials on regional website)
  - Copies of the Pitch Pipe Magazine (extras available from International)
- Create a "New Member Committee" – information about this committee can be found on the Region 7 website
- Guest visit letters using templates on Region 7 website
- Cooperation of the Director, leadership and members

### *Directors are Vital to Success*

Directors are the leader and focal point of the chorus. They play an integral role in marketing and membership. They set the tone of the chorus and must display a positive attitude, recognize and praise the guests, be nurturing to guests as well as members, show enthusiastic involvement and support and display a willingness to cooperate.

### *Members are Vital To Success*

Set the stage... (remembering your identity goals)

1. No Riser Chatter
2. Timely arrival at rehearsal
3. Attentive
4. Be nurturing to guests as well as members
5. Show enthusiastic involvement
6. Support guests, director, membership team and one another
7. Willingness to cooperate
8. All members are on the membership team
  - a. Make the time commitment to help the membership team
  - b. Help the marketing team

### **Getting Started**

1. Evaluate Chorus Health
  - a. Positive, loving relationships?
  - b. Good communication?
  - c. Are you supportive of one another or critical? We must be supportive; no one wants to spend their free time being criticized.
  - d. Good Musical Product
  - e. Strong administration – able to move forward
  - f. Director willing and able to be major contributor?
  - g.
2. Budget - advertising, PR, rehearsal space, addn'l risers, costumes, music.
3. Do we want to Grow? Each member must be committed to growth.

## Region 7 Implementation Timeline

<b>Task</b>	<b>Owner</b>	<b>Deadline</b>	<b>Completed</b>
Implement new website that is user friendly to improve communication within the region.	CC	1/1/2008	√
Develop Membership/Marketing guidelines.	MMC	9/30/2008	√
Hold Membership Website Breakout session at 2008 Fall RES	CC and MMC	9/30/2008	√
Develop and implement an e-Newsletter	CC	1/31/2009	√
Develop Marketing/Membership Campaign	MC and MMC	1/31/2009	√
Hold Membership/Marketing Break out session at 2009 Winter RES	CC, MC and MMC	1/31/2009	
Obtain buy-in from Region 7 Choruses	MC and MMC	3/1/2009	
Submit Request to SAI for the Pilot Region	MC and MMC	3/1/2009	
Implement Pilot Membership\Marketing Campaign	RMT	5/1/2009	
Membership\Marketing Track at Leadership Retreat	RMT	6/12-13/2009	
Chorus Implementation	Regional Choruses	5/1/09	
1 <sup>st</sup> Quarter Follow-up with Choruses	RMT	8/09	
Membership/Marketing Class at Fall RES	MC and MMC	9/26/09	
2 <sup>nd</sup> Quarter Follow-up with Choruses	MC and MMC	11/10	
Membership/Marketing Class at Winter RES	MC and MMC	1/29/10	
3 <sup>rd</sup> Quarter Follow-up with Choruses	MC and MMC	2/10	
4 <sup>th</sup> Quarter Follow-up with Choruses	MC and MMC	5/10	

## Sample Chorus Marketing Calendar

### ***FOURTH QUARTER OF FISCAL YEAR 2008-2009***

<b>Month</b>	<b>Day(s)</b>	<b>Task</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Results</b>
<b>February</b>		New Officer Elections			
<b>March</b>		Send Press Release/Invitations announcing Dress Rehearsal/Family & Friends Night for Regional Competition			
<b>April</b>		2009-2010 Budget Finalize			
<b>April</b>		Set Marketing & Membership Goals for new FY (Strategic Planning Retreat and )			
<b>April</b>		Send Press Release out announcing Regional Competition results			

### ***FIRST QUARTER OF FISCAL YEAR 2009-2010***

<b>Month</b>	<b>Day(s)</b>	<b>Task</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Results</b>
<b>May</b>		Send Press Release Announcing New Officers and Start Date for Free Vocal lessons			
<b>June</b>	12-13	Attend Region 7 Leadership Retreat			
<b>June</b>		Start 4 weeks of Free Vocal Lessons			
<b>July</b>	22-25	Side-by-Side Director/Judge School in Detroit			
<b>July</b>		Free Vocal Lessons Ends			
<b>July</b>		Plan Performance Opportunity for 2 <sup>nd</sup> Quarter			

**SECOND and THIRD QUARTERS OF FISCAL YEAR 2009-2010**

<b>Month</b>	<b>Day(s)</b>	<b>Task</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Results</b>
<b>August</b>		Free Trial Membership (with Performance Opportunity Plan - POP)			
<b>September</b>	25-26	Attend Region 7 RES and Tribute to the Top			
<b>October</b>	19-24	International Convention			
<b>November</b>	13-14	Quartet Retreat			
<b>December</b>		End free membership and complete POP			
<b>January</b>	29-30	Attend Region 7 RES			
<b>January</b>		Implement Free Guest Passes with invitation to Winter RES			

**FOURTH QUARTER OF FISCAL YEAR 2009-2010**

<b>Month</b>	<b>Day(s)</b>	<b>Task</b>	<b>Assigned To</b>	<b>Budget</b>	<b>Results</b>
<b>February</b>		Start Date for Free Vocal lessons			
<b>March</b>		Send Press Release announcing Dress Rehearsal/Friends and Family Night for Regional Performance			
<b>April</b>	29-May 2	Regional Competition Send Press Release Announcing New Officers			

## Resource Materials

Following is a sample of possible resource materials that would be available for region 7 member's use.

- Membership\Marketing Campaign Document for each chapter
- Chapter resource page on the website
- e-Newsletter articles with template attachments
- Chapter Management e-announcements, including product announcements that would introduce new templates, etc.
- Word document templates
  - Business Cards
  - Guest letters
  - Fact Sheet
  - New Member Welcome Letter
  - New Member Orientation
- Links to Sweet Adelines Marketing Resources