Grow Your Chapter - 10 Solid Rules We Swear By

Christian Hunter and Katie Macdonald
Katie Macdonald
We like people!

SPEAK UP :) 

(or chat it up)
1. The Golden Rule: Is your house in order?
Be Our Guest!

Virginians Chorus: Virtual Guest Night

Join us Tuesday, July 13 at 7:00 pm on Zoom. To register, or for more information, click on the link.

The Virginians Barbershop Chorus is now for all men AND women who enjoy singing chords and singing in harmony! Come and Be Our Guest!
2. Chorus culture rules!
3. Get out and SING!
4. Feedback Loops
RETAINING YOUR CURRENT MEMBERS

Pulse Check Form Template

Inspired by Sirens of Gotham and Voices of Gotham!
● For all of 2021, we will be reducing BHS due for ANY member that needs it.

● Call Customer Service at 1-800-876-7464 and mention “Project Connect”.

PROJECT CONNECT: ENGAGING NEW MEMBERS ONLINE
5. Admin Hacks
Chorus Guest Form TEMPLATE

Thank you for your interest in [CHORUS NAME]! Please fill out this form so I have a little more information about you, and I’ll get in touch with you about our upcoming rehearsals!

If you have more questions about coming to rehearsal, please email us at [CHORUS EMAIL].

Thank you!

[NAME OF GUEST COORDINATOR/MEMBERSHIP VP]
[THEIR TITLE]

* Required

Your Name *
Your answer

Email *
Your answer

Where do you live? (City, State) *

What is your voice part? *
- Tenor
- Lead
- Baritone
- Bass
- I have no idea... but I sing high!
- I have no idea... but I sing low!

Tell me about your past singing experience. *

Your answer

Do you know anyone in [CHORUS NAME]? If so, who?

Your answer

How did you hear about [CHORUS NAME]? *
- Invited by a member
- Facebook
- Parkside Website
- Email
- Attended one of our performances
GUEST EMAIL TEMPLATES - A LIFESAVER :)

Chorus Guest Email Templates
By Katie Macdonald - kmacdonald@barbershop.org

First time guest - details/agenda

Hi [NAME]!

Thank you for your interest in [CHORUS NAME], we're so excited to have you join us as a guest! “I received your info via our guest form and we'd love to have you join us as a guest at our next rehearsal!

Our next rehearsal is on DAY-OF-WEEK, DATE at TIME via Zoom. *BRIEF sentence about the general vibe/ the rehearsal/anything special to note*

Here is our agenda for rehearsal:

*INSERT AGENDA*

Zoom link:

Here’s a link to our [GUEST GUIDELINES], which outlines our process for guests, provides sample music for our audition process, and contains additional contact info; please look over this document before rehearsal and reach out with any questions—we're here to help in whatever way we can!

Lastly, after rehearsal, if you feel comfortable doing so, we’d love to hear your thoughts via our [PULSE CHECK FORM]. Any and all feedback is welcome!

Please respond and let me know if you'll be joining us—can't wait to meet you!

[NAME]
[TITLE]
[PHONE NUMBER]

Second/third time guest - details/agenda, audition mention

Hi [NAME]!

Thanks so much for coming to our [CHORUS NAME] Rehearsal! We loved having you and would love for you

Thanks for coming!

Hi NAME!

Thanks so much for coming to our [CHORUS NAME] Rehearsal! We appreciate you taking time out of your schedule to visit and hope you enjoyed it! If you feel comfortable, please fill out our [PULSE CHECK FORM]. We'd love to hear your feedback about how rehearsal went for you. Also please remember to delete any copies of our music from the evening for copyright reasons - we'll make sure to get you everything you need for the next rehearsal!

We would love to have you back at our next rehearsal on DAY-OF-WEEK, DATE at TIME! I'll be sending you an email with more info as we get closer to that date. We rehearse every other Monday evening via zoom with the exception of an occasional Sunday evening rehearsal.

If you've enjoyed your time with us, we'd love for you to consider auditioning for [CHORUS NAME]! We have a virtual audition process in place, which may sound unusual or intimidating, it's certainly different, but totally fun and doable - I went through the virtual audition process a few months ago, so I can speak from very recent experience :) If you're interested in auditioning, please email our Audition Coordinator, [NAME] at [EMAIL].

Have a great week, and I hope to see you again!

[NAME]
[TITLE]
[PHONE NUMBER]

Invited, but no show - sorry we missed you!

Hi NAME!

We're sorry we missed you at [CHORUS NAME] Rehearsal! Our next rehearsal will be DAY-OF-WEEK, DATE at TIME via Zoom if you're still interested in visiting us. Please let me know if you'd like the information about that rehearsal.

Until then, please let me know if you have any questions about us. Hope to see you next time!
6. Marketing Tricks
Our next rehearsal is Sunday June 6th at 6 PM and we would love to see you there! Fill out our guest form for more rehearsal info: https://forms.gle/3D13Z39r7aPmyGrPA

We can’t wait to meet you! 😊😊

Visit: www.ParksideMelody.org
Contact: parksideMelody@parksideharmony.org

Come hang.

(AND SING A LITTLE, TOO.)

Don't be shy.

CHECK OUT PARKSIDE MELODY!
Open Sing: Winter Wonderland

Tired of Singing Alone?

Raise your voice in a welcoming a cappella chorus while singing holiday tunes SAFELY from the comfort of your car.

Saturdays, November 7th (3:00 pm) and 21st (9:30 am)
Pluckemin Presbyterian Church, Somerset Hills, NJ

www.shhchorus.org/opensing2020
MAKE MERCH!
7. Canva + Eventbrite + FB =
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Tired of singing alone? Sing safely with Somerset Hills Harmony! Join your voice with the chorus from the comfort of your car!

About this event

Singing in a chorus during a pandemic? Somerset Hills Harmony has adopted a safe approach to singing and want to sing with YOU! For real!
8. Onboarding is easier than you think
When does orientation start?

a. After they become a member

b. After audition but before membership

c. First chorus visit

d. Before they visit
9. Make it or break it: the person out front
What Director trainwrecks have you seen??
10. Intangibles
People may not remember what they did with you, but they will remember how you made them feel.

- safe
- capable
- at ease
- successful
- happy
- natural
- free
“They come for the music, but they stay for the fellowship.”

Freddie King
Q&A or Storytime
THANK YOU!
 RESOURCE LINKS

- Guest Tracker Template  (please make a copy!)
- Pulse Check Form Template  (please make a copy!)
- Chorus Guest Form Template  (please make a copy!)
- BHS COVID 19 Resources Links
- HU Warm Ups Playlist
- Zoom Tutorials
- Project Connect
- Virtual Chapter Visits
- YouTube
  - BHS  |  SAI  |  HI