

Chorus Culture

- Ambassador for BB
- Working knowledge of chorus/region/intnl
- Benefits – including EDUCATION, FRIENDHIP & FUN
- Talk positively
- Welcome guest enthusiastically
- Show pride in org
- Actively participate in the membership program

Care For Guest

- Help guide the experience – especially on 1st visit
- Sign in, name badge
- Guest packages & Music
- Show them the space – coat racks, bathrooms
- Introduce to the director
- After, answer questions - make sure they have contact info in case they have further Qs
- End on upbeat note!

Prepare Members to talk to guest

- Use the guest's name
- Avoid offering too much info - can be overwhelming all at once!
- Highlight competition as a main event – although not mandatory
- Mention other events – shows, classes
- Listen A LOT

Visitor Incentives

- Frequent guest card – points for dollars off dues once they join
- Free 3 months
- Learning Tracks
- Tag music
- “book” a space on the riser

Learn From Guests

- Try to learn a little about them through chatting
- 1st visit survey after the rehearsal

FOLLOW UP

Turn Guests into members

- Orientation meeting if many guests
- Distribute info weekly in bite size segments
- Be Transparent but not scary!
- Topics:
 - Education info on BB Style - eg, voice parts, ED opportunities
 - Audition process
 - Financial
 - Costumes, Makeup
 - Chorus Admin
 - Standing Rules
 - Calendar of key events
 - Regional & International organization
 - Chorus history, goals

Chorus Member Expectations

- Find out their expectations to determine if your chorus is a good match
- If not, recommend other choruses in the area

Auditioning

- Reassure them about the process – all the current members survived
- When ready – music and good learning tracks
- When ready to audition – don't make them wait!
- Let them know if they pass right away – or offer corrects for the next round

Embrace New Members!

- Recognition, Name Tag, Member Handbook etc.

Membership Retention

- GUILT FREE MEMBERSHIP
 - Everyone's 100 percent is different
 - Must be flexible – but clear
 - Attendance, financial etc
- Exit Surveys for resigning members
 - Can you see trends by longevity group?
- New Member Orientation – Rookie Program
 - Short classes in using facial expressions, applying make-up, financial trail, Choreo, how does their part fit in?
- Skills bank – get members involved!
- Big Sister Mentoring Program
- Riser Buddy or Big Sister to answer questions
- Milestone Recognition
- Annual Satisfaction Surveys
 - Addressing complaints
- Make sure you are offering something for all age groups