

Jul 20

Aug 17

Nov 16

Jan 18

MEMBERSHIP

MEET

WITH EVELYN!

10 AM - 12 PM

ON ZOOM

Membership Retention

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Membership Retention

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Overview

- What keeps 'em coming and staying....
- Member Recognition
- Fundraising ideas or Community Engagement
- SAI Mission: Retention Membership Program

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What Keeps'em Coming & Staying

- Why I fell in love with barbershop

In our regions/choruses, we are carefully and continually creating that safe, special place where every member can openly share gifts and talents with us

The social, musical connection gives us countless opportunities to become better humans on many levels

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Why They Stay

- Chorus's Sense of Identity -Be more you ! Members need to connect with the Chorus Culture. What they are expecting/perceptions and reality need to mesh.*
- What keeps singers coming back - Sense of Belonging

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Why They Leave & What To Do About It

- Expense
- Time
- Pace
- Burn out
- Culture clash
- Why ? Exit interview
- Other Thoughts

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Member Recognition

- Chorus activities/ideas
 - recognizing different ways of contributing & achieving in your Choruses
 - Share
 - Joys & Concerns
 - Member spotlight
 - Thanks & Praise
 - share good news
 - Membership to Last a Lifetime-Testimonials
- Regional activities/ideas - Celebrating each other's achievements

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Fundraising Ideas or Community Engagement

- Group Discussion

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SAI Mission : Retention Membership Program

- A Series of Retention focused Challenges will be issued (August 1, 2024- July 31, 2025) -submit entries to member@sweetadelines.com
 - 12 Challenges- 1 winner each month- \$500 USD
 - 12 Grand Prize Winners- \$1,000 USD
 - Bonus Entries
 - Email from SAI Membership Department - Thursday, July 18, 2024

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SAI Mission : Retention Membership Program

- Monthly Challenge Details
 - August 2024: Let's get Down to Basics-Create or Revisit your Chorus's Mission/Vision statement
 - September 2024: Tell Me What you Want
 - October 2024: Webcast Watch Party
 - November 2024: That's What I Like About you...
 - December 2024- July 2025....
- Questions... Thoughts

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Region 15 Membership Meet #1

- Topics for Future Discussions and Conclusion
 - Future Membership Meet Topics
 - Sharing Contact info
 - Member Of Note
 - VocalFest
 - Questions... Thoughts

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Ignite The Sound Resources:

- www.sweetadelines.com/membership under Miscellany for ideas on
 - Retention Activities & ideas that work
 - Member Recognition
 - Fundraising ideas that work

Mission: Retention Resources:

- www.sweetadelines.com/membership under Mission: Retention for ideas on
 - New SAI Membership Programs
 - Retention Playbook coming Soon !!

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