

2026

SAVE
THE
DATES

JAN 24
FEB 28
MAR 28

MEMBERSHIP

MEET

WITH EVELYN!

10 AM - 12 PM
ON ZOOM

Membership Meet:

Region 15

Recruitment Programs :

Lessons Learned

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Overview

- Welcome & Intros
- **Region 15 Recruitment Keys : Lessons Learned**
 - Evergreen (EVC) - Greater Nassau (GNC) - Harmony Celebration (HCC)- Heart of Long Island (HOLI)- Heart of New Jersey(HONJ)- Hickory Tree(HTC) -Jersey Harmony (JHC)- Liberty Oak (LOC) - Saratoga Soundtrack (SSC)- Spirit of Syracuse (SOS) - Twin County (TCC)
 - **Other Region 15 Chapters + AHH!cappella Chorus & RMT (Reg 11)**

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Overview

- Conclusions & Comments
- THRIVE Update
- Topics for Future Discussion

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Welcome & Intros

- Regional Management Team (RMT)
 - Evelyn Langenstein , Membership Coordinator
 - Alexis DePersia-Norelli, Marketing Coordinator
 - Deb Saucke, Communications Coordinator
 - Jen Wiseman , Assoc Member
- Chorus Participants
 - EVC... GNC... HCC... HOLI... HONJ...HTC... JHC...LOC...SSC...
SOS and TCC Membership Chair & Teams, Members &
Newbies
 - AHH!cappella Chorus - Monica

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Mission : Retention , The Playbook

- Membership Handbook- People in Our Chapter, Nuts & Bolts, Sweet Adeline Family, Performance Readiness and Membership Info
- New Member Orientation: OnBoarding Program
- Membership Programs Through the First Year
- Mentor Program/ Riser Buddies
- Rookie First Year Experience through Convention

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THRIVE Program Update

- **A SAI Initiative - A New Way to Help Chapters THRIVE**
 - Intro to THRIVE (to Help Regions Increase Vibrant Engagement) is a pilot program which runs from May 1, 2025 to April 30, 2027
 - THRIVE resources library is a compilation of resources that Chapters may use to further their recruitment & retention goals.....

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THRIVE Program & Conclusion

- Additional SAI Resources: Create a chorus commercial , Rebranding, Design graphics for next event, Open Houses, Mentor Programs, leadership training, Social Media...**THRIVE**
- The goal of THRIVE is to maintain & increase member retention through programs focused on non musical needs of Choruses-chorus culture, administration, membership retention/recruitment, finances, marketing, Community Relations, create a Vision/Mission Statement & more

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THRIVE Program & Conclusion

- Update and/or Create a new mission/vision statement
- Work on your choruses governance structure (ie. contracts, standing rules, management/board structure, etc.)
- Formulate a working plan for membership recruitment and/or retention
- Community relations and Marketing (ie. Branding, logo, website, etc.)
- Financial Health (fundraising, budgeting, angle funds, etc)
- Strengthening Chorus Leadership (music/management team development)

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Topics for Future Discussion & Conclusion

- **Questions & Comments**
- **Future Membership Meets '26-February 28 & March 28**
 - Youth Membership and Retention : Building the Future of SAI with 942 Quartet
 - The Convention Experience: What's it All About
- **Region 15 Convention-April 23-26**
- **Director/Music Team Day- May 30**
- **2026 VocalFest - September 18-20 with Guest Faculty**
Nikki Blackmer: A Capella Joy Chorus, Frenzy
- **2026 Leadership Day**

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