

2025

APR 19
MAY 10

**MEMBERSHIP
MEET**

WITH EVELYN!

10 AM - 12 PM
ON ZOOM

Membership Meet:

Marketing and Member Retention

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Overview

- Welcome & Intros
- Relationship between Marketing & Membership
Recruitment/Retention
- Marketing
- Conclusions & Comments
- Intro to THRIVE

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Welcome

- Welcome/Introduction
 - Regional Management Team (RMT)
 - Evelyn Langenstein, *Membership Coordinator*
 - Alexis DePersia-Norelli, *Marketing Coordinator*
 - Members on Zoom ...

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Membership Recruitment /Retention & Marketing

- Chorus Culture and Why it's important
 - Shared values define how members want to interact with each other in the chorus, with potential members , AND the community. Common values translate into expectations that prescribe behavior towards members.
- Brand Recognition
- Ignite the Sound and Mission Retention Initiatives

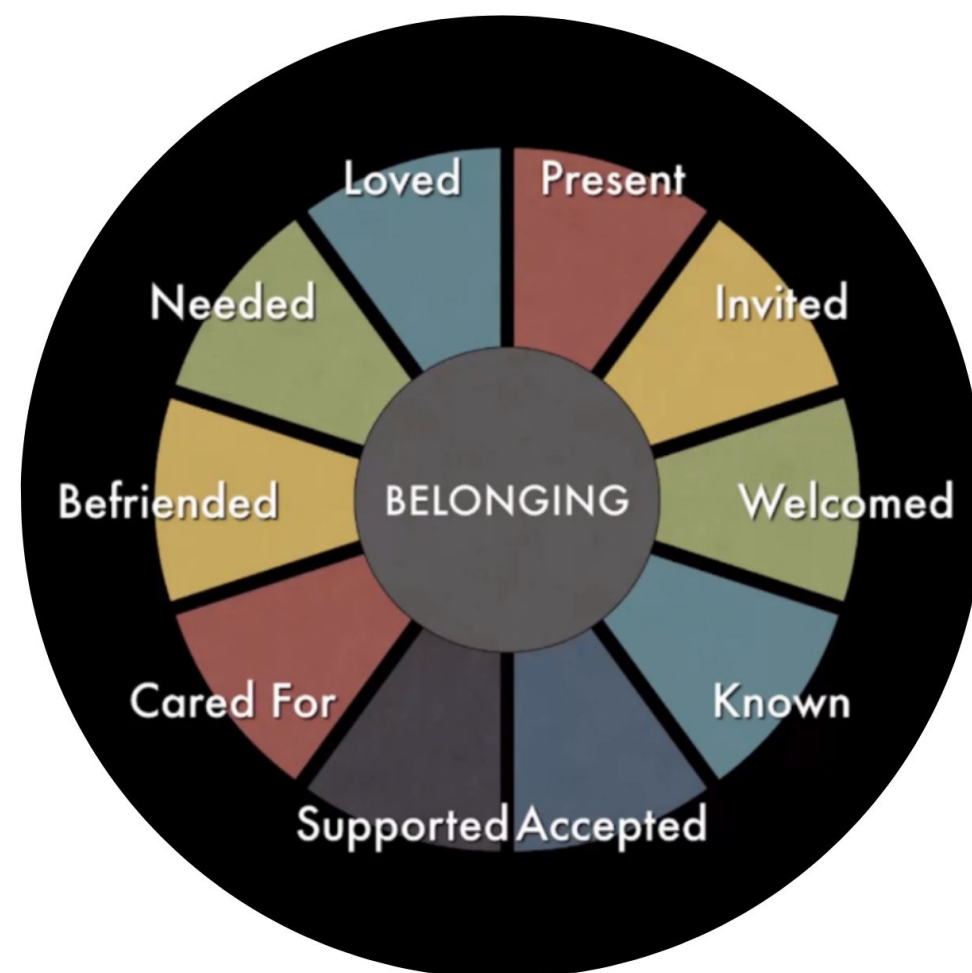
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Why They Stay/Come...Who is they ?

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



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Marketing & Member Retention

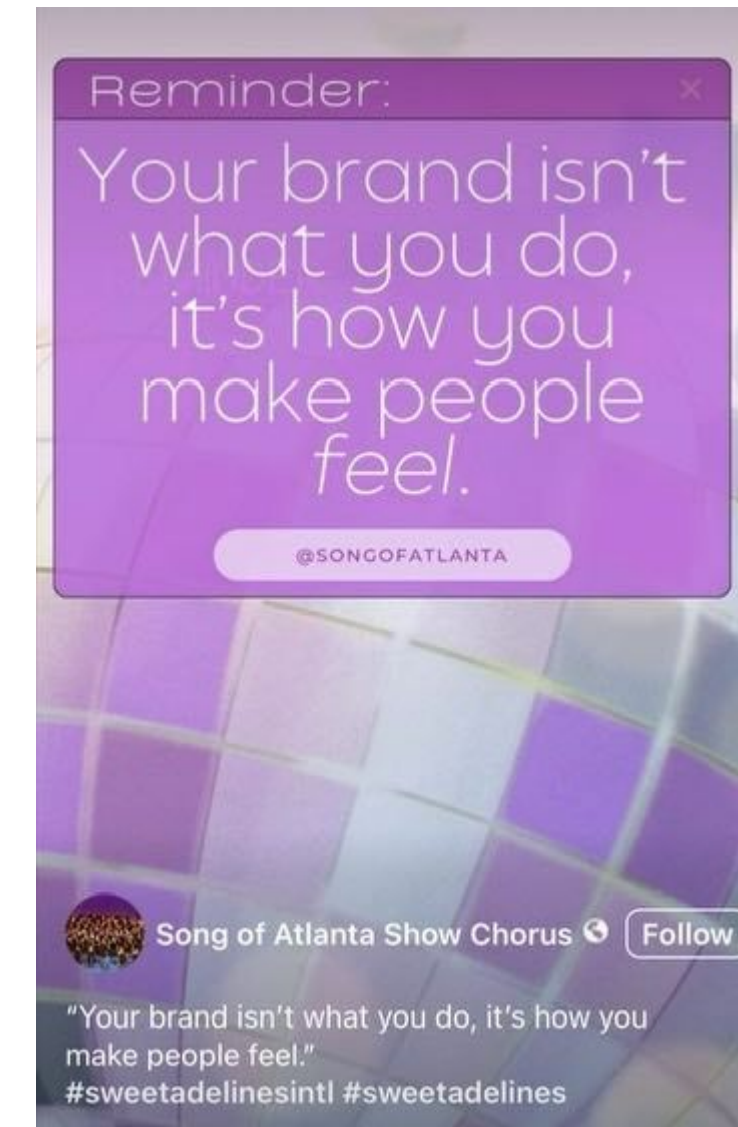
Your chorus culture and the image you present to the world have to agree with each other.

Does your Chorus want to revamp your image?

- what is your image?
- does it match with who you are?

So much of retention is about belonging. If someone sees something and thinks “I could belong there” or “I want to belong there” and then they show up and that’s not what they get, they may not stay.

Similarly, if you’re awesome but your presence is not, they may never show up in the first place.



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How to Market Your Ensemble: **Identity**

Aspects that make up your identity:

- What kind of music do you sing?
 - Barbershop (duh)
 - Other a cappella
 - Seasonal rep
- What are you about?
 - The music (obviously)
 - Personality
 - Visual presentation
 - How you storytell
 - What you wear
- Branding
 - Color(s)
 - Font(s)
 - Voice/Tone



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How to Market Your Ensemble: Digital Presence

If you're going to be anywhere online, make sure you keep it current. Don't have something just to have it. When people go there, you want it to be active.

- **Email**

- YourEnsemble@gmail.com
- info@youensemble.com \$

- **Website**

- www.youensemble.com \$
- www.facebook.com/youensemble
- www.instagram.com/youensemble
- www.bio.site/youensemble

- **Social Media**

- Facebook
 - Targeted ads
 - Community groups
 - Photos, videos
- Instagram
 - Very visual medium
 - Photos & videos
- Tiktok
 - Short form videos
- YouTube
 - Long and short form videos



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How to Market Your Ensemble: Branding

YOUTZ ENSEMBLE
YOUTZ ENSEMBLE
YOUTZ ENSEMBLE

ROCK SALT
HEX #1155CC
HEX #A711CC

Your Ensemble
Your Ensemble
Your Ensemble

Arial Bold
hex #1155cc
hex #a711cc

YOUTZ ENSEMBLE
an a cappella chorus
WE'D LOVE TO SING FOR YOU

Your Ensemble
Your Ensemble
Your Ensemble

Coiny
hex #990000
#ff9900

Your Ensemble
Your Ensemble
Your Ensemble

Comfortaa
hex #990000
hex #ff9900

Your Ensemble
A Barbershop Chorus
We'd Love To Sing For You



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Topics for Future Discussion & Conclusion

- Membership Meet May 10 , Zoom , 10am-12pm
 - Fundraising/Finances Role in Retention
 - Leadership's Role in Retention
- Questions-Comments
- Additional SAI Resources: Create a chorus commercial , Rebranding, Design graphics for next event, Open Houses, Mentor Programs...**THRIVE**

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Topics for Future Discussion & Conclusion

- **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, 2026
 - THRIVE resources library is a compilation of resources that Chapters may use to further their recruitment & retention goals...MORE INFO TO FOLLOW
- **2025 Leadership Day with Jen Cooke - Zoom - June 7**

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