

2025

APR 19  
MAY 10

**MEMBERSHIP  
MEET**

**WITH EVELYN!**

10 AM - 12 PM  
ON ZOOM



# Membership Meet:

## Region 15 Membership Recruitment Programs

**Successful Recruitment Programs by our Region chapters to help us THRIVE**

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# Overview

- Welcome & Intros
- Region 15 Recruitment Keys :
  - Liberty Oak Chorus (LOC)
  - Harmony Celebration Chorus (HCC)
  - Capitaland Chorus (CC)
  - Other Region 15 Chapters
- 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
  - Deb Saucke, Communications Coordinator
- Chorus Participants/Presenters
  - LOC - Balancing Act: Rebecca, Mary, Jennifer & Jan and Carol
  - HCC - Janis Prettitore
  - CC
  - SOS - Deb <3

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- Idea for membership drive (**Katie, Carol**)
- Development of materials (**Balancing Act**)
- Marketing (**Laura P, Carol, Dolly, Heidi**)
- Buy-in from chorus
  - incentive program to bring in guests
  - sing-outs
- Format of classes/rehearsals
- Graduation and beyond

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LOC



### Join the Class of 2025!

The women of The Liberty Oak Chorus invite you to a four-week comprehensive music program each Thursday in April beginning 4/3/2025, at 7PM in Howell, NJ. You will learn four-part a'capella singing techniques and have the opportunity to perform with an award-winning chorus!



## Liberty Oak Chorus

1.3K followers · 46 following

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### Intro

Liberty Oak Chorus is a chapter of Sweet Adelines International, and part of Greater NY/NJ Region 15. We sing a cappella in 4-part harmony.

### Posts

Filters



Liberty Oak Chorus  
38m · 🌐



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# LOC



## April 3, 2025—Week 1

Meet the Liberty Oak Chorus and hear us perform!

30 minute class with **Balancing Act Quartet**:

- Breakdown of the four part a cappella style
- Learn about each part in terms of singer responsibility & voice range
- You will meet our music team leaders who will help you find your voice range & singing part.
- Song introduction learning process through our digital chorus tools, including sheet music downloads and learning tracks by voice part.

Return to rehearsal

Hear our members' stories & mingle

## April 17, 2025—Week 3

Join in for physical and vocal warm-ups

Sing through "I'm Havin' a Ball" with chorus

20 minute class with Balancing Act Quartet:

- Go over I'm Havin' a Ball
- Meet the Liberty Oak Chorus Board of Directors and learn about chorus management
- Learn about chorus committees, financials, member commitment, and the Sweet Adelines Regional/International organization
- Meet **Master Director Katie Blackwood**

Return to rehearsal

Hear our members' stories & mingle

## April 10, 2025—Week 2 Get the Singing Started!

Join in for physical and vocal warm-ups

Sing through the new song you learned in week 1

20 minute class with Balancing Act Quartet:

- Review new music
- Meet our visual team to talk about visual performance
- Deep dive into vocal techniques & chorus process: vowels, breathing, competition, coaching, assessments

Return to rehearsal

Hear our members' stories & mingle

## April 24, 2025—Week 4

Join in for physical and vocal warm-ups

You will be placed on the risers in position to perform with Liberty Oak Chorus!

Sing the song you learned "I'm Havin a Ball"

Graduation!—welcome to the class of 2025 where you will get a free gift commemorating your musical experience!

Graduates will get to sing "I'm Havin' a Ball" with Liberty Oak Chorus during our spring show Sunday, June 8th.

## LOC Class of 2025

Join the Class of 2025!

The women of The Liberty Oak Chorus invite you to a four-week comprehensive music program beginning

Thursday, April 3, 2025,  
at 7PM in Howell, NJ.

You will learn four-part a cappella singing techniques and have the opportunity to perform with an award-winning chorus!

To reserve your spot, RSVP to **Carol@Meaney.com**.

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Thank you for joining us for our 4-week music education event! We hope you enjoyed the experience. Your feedback is invaluable in helping us improve. Please take a few minutes to share your thoughts.

## 1. Overall Experience

How would you rate your overall experience in the 4-week program?

- ☐ Excellent
- ☐ Good
- ☐ Neutral
- ☐ Needs improvement

## 2. What Did You Enjoy Most?

(Select all that apply)

- ☐ Learning about Sweet Adelines and barbershop harmony
- ☐ Singing in four-part harmony
- ☐ Meeting chorus members and leadership
- ☐ Listening to performances and music samples
- ☐ Voice placement experience
- ☐ The overall welcoming and fun atmosphere
- ☐ Other: \_\_\_\_\_

## 3. What Could Be Improved?

(Select all that apply)

- ☐ More time to learn the song
- ☐ More explanation of barbershop style
- ☐ More social interaction with members
- ☐ Clearer information about the audition process
- ☐ Other: \_\_\_\_\_

## 4. Did the Event Help You Decide Whether You'd Like to Join the Chorus?

- ☐ Yes, I'm interested in auditioning!
- ☐ I'm still considering it.
- ☐ No, but I enjoyed the experience.
- ☐ Other: \_\_\_\_\_

## 5. What Was Your Favorite Part of the Event?

## 6. Do You Feel Comfortable with the Audition Process?

- ☐ Yes, I understand what's expected.
- ☐ Somewhat, but I have a few questions.
- ☐ No, I would like more clarification.

## 7. Would You Recommend This Program to Others?

- ☐ Yes
- ☐ No
- ☐ Maybe

## 8. Additional Comments or Suggestions

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HCC

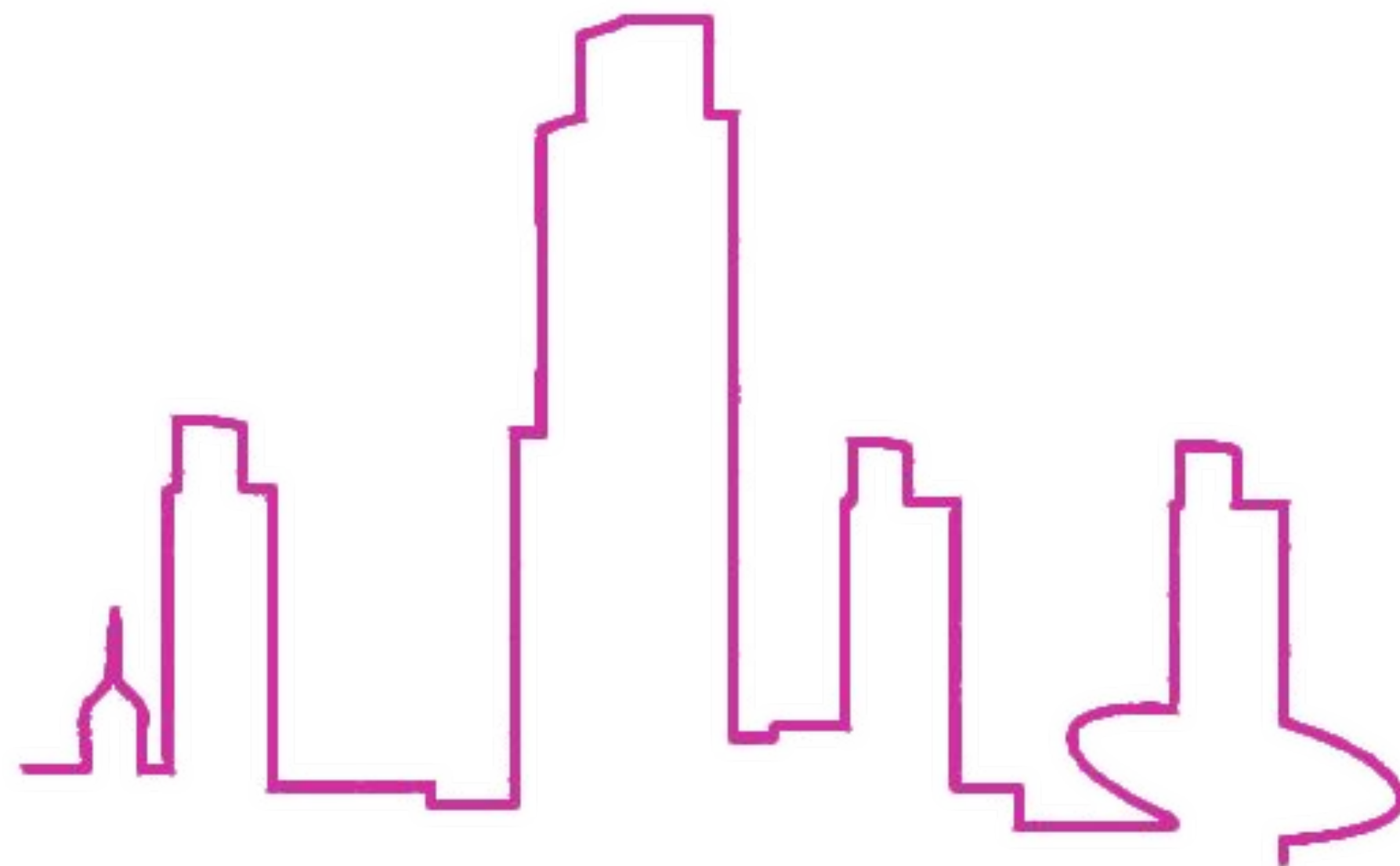
# ARMONY CELEBRATION CHORUS

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# Capitaland



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SOS



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# How Chorus Members Can Get Involved

Shopping List of things to do for a Membership Night/Drive (pick what you can/want to do)					
Note: This is NOT an exhaustive list!					
Planning	Promoting	Materials	Executing	Followup	Wrap-up
Assemble Team	Update Facebook page	Name Badges	Respond to online registrations	phone call	Lessons Learned (what went well and what can be improved)
Agree on your chorus personality and what kind of guests you want to attract	Buy Facebook promotions to targeted demographics	Guest Welcome Folders (chorus info/welcome letter/audition song/contact info/about SAI, etc.)	Brief chorus members on the plan ahead of time	email	
Develop short Marketing Message	Instagram	Voice Part Identification	Set up early	thank you note	
Develop timeline of tasks	Posters	Lending Library Song Folders	Sign-in Table (guest profile forms, Welcome folder, music folders, water)	guest access to music?	
Set date(s), considering task timeline, music team availability, members' availability	tictok	Pens, Markers, tape,	All members wear name badges	Evaluate changing plan for next rehearsal	
Develop Rehearsal Agenda (warmups, sing songs they can sing (audition song?), perform for them, voice lesson, top level chorus/SAI review, etc.)	Twitter	Poster-sized paper to display guests' names	All members make sure all guests are talking to someone	welcome returning guests back to next rehearsal	
Determine how voice part is assigned	print advertising	Yard Signs for Rehearsal location	Rehearsal(s)	support guest through audition process	
Assign members to specific tasks (registration table, runners to take them from table to next step)	radio advertising or interview	Signs directing visitors to registration	Socialize with guests	guide new member through onboarding process - riser buddy?	
Decide how to get guest info. Online registration? Show up and fill in form? Both?	Meet Up	Paper Guest Info forms			
Decide on guest followup process (who does what)	word of mouth by members	Chorus Display boards (history)			
Define new member onboarding process	Handouts at performances				
Decide if and when audition is expected	Lawn signs				
	Update website				

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## Topics for Future Discussion & Conclusion

- **Questions & Comments**
- **Future Membership Meets-Fall'26**
  - Fundraising/Finances' Role in Retention
  - Leadership's Role in Retention
- **2025 Leadership Day with Jen Cooke - Zoom - June 7**
- **THRIVE Program...**

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## Topics for Future Discussion -THRIVE Program

- **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

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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 & more
- **Conclusion**

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