

**MEMBERSHIP
MEET**
WITH EVELYN!

2025

**The Role
of Finance in
Membership
Retention**

NOV 15

**10 AM - 12 PM
ON ZOOM**

Membership Meet:

The Role of

Finance / *Fundraising* in

Membership Retention

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Overview

- Welcome & Intros
- Reasons Members Leave
- Consider: Budgeted Expense, Individual expense & Chorus Fundraisers
- Region 15 Financial/Fundraising Success Strategies
- Sponsorships and Grants
- Conclusions & Comments
- THRIVE Update

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Welcome

- Welcome/Introduction
 - Regional Management Team (RMT)
 - Evelyn Langenstein, *Membership Coordinator*
 - Alexis DePersia-Norelli, *Marketing Coordinator*
 - Debbie Saucke, *Communications Coordinator*
 - Susan Krystek, *Finance Coordinator*
 - Chorus Participants/Presenters
 - SOS...GNC..HCC...LOC...SSC...CAPITALAND...TWC...EVERGREE
N...HOLI
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Reasons Members Leave

- Expenses:
 - Dues
 - Costumes/Make up
 - Travel
 - Education
 - Music
 - Competition
- Consider:
 - Costume Assessment changes: rolled into dues, costume fund
 - Angel Fund

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Reasons Members Leave: Consider

- Paid Chorus Job (such as riser set up)
- Performances...Make money singing
- Chorus Fundraiser-Purchase based incentives...Grocery or superstore Incentives, Scrip program -RaiseRight, Gift card
- Partners and activities
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- Sponsorships and Grants-Scholarships or sponsors (with a time limit or gradual release)

When/How to have these Conversations ?

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Success Strategies-Considerations before you begin

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Success Strategies-Considerations before you begin

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Region 15 Choruses Financial/Fundraising Successes

Fundraising & Strategies to mitigate Costs

- SOS
 -
- GNC
 -
-
- HCC
 -
- LOC
 -
- CAPITALAND
 - Sponsorships
- Others...
 -
-

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Topics for Future Discussion & Conclusion

- Membership Meet TBD , Zoom , 10am-12pm (January, February & March)
 - Rookie Orientation-“The All-Important First Year”
 - Membership Recruitment Programs Lessons Learned
 - Youth Outreach
 - The Convention Experience
 - Ideas ?????
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- Questions-Comments

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Topics for Future Discussion & Conclusion

- **A SAI Initiative : 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 Memo/Application sent August 2 to TC/Presidents & Directors-DEADLINE is January 31,2026- 5 Chorus responses
- THRIVE resources library is a compilation of resources that Chapters may use to further their recruitment & retention goals...

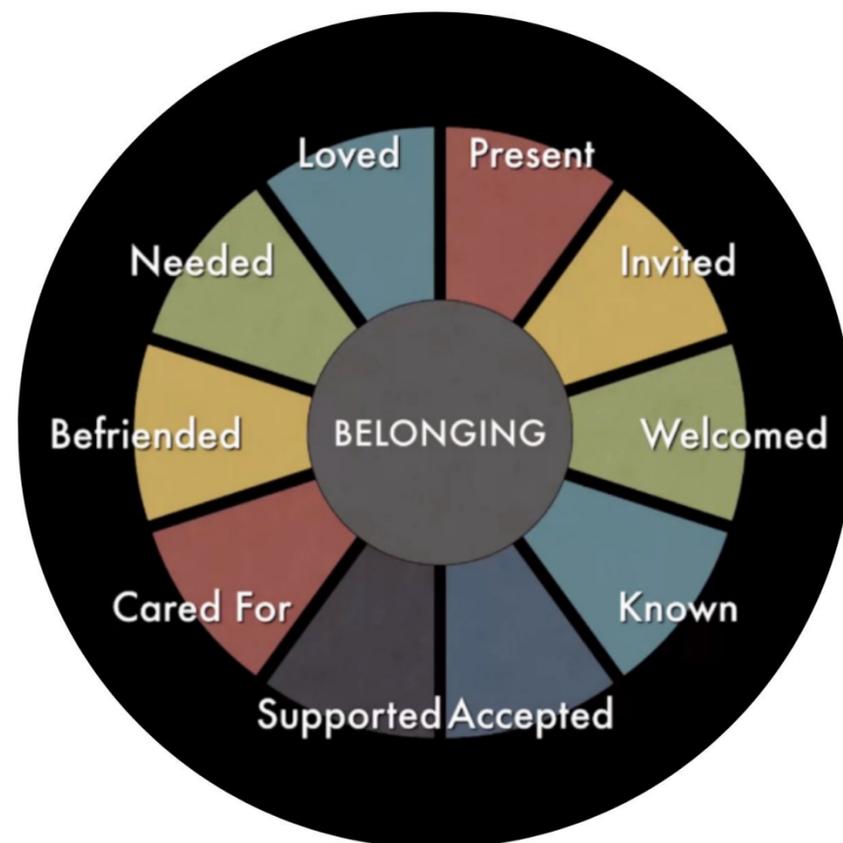
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Why They Stay/Come...Who is they ?

- 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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