
Member to Member

August 2006

Congratulations to Seven Hills

The **Divas** in Seven Hills chorus earned 4th place in the mid-size chorus contest at IES in San Antonio, Texas. Congratulations! For the last several years, Region 4 has had a chorus, and sometimes two, compete at IES. Region 4's membership and our education is as hot as the August heat. Region 4 rocks!



August – The kids are back to school
So it must be Membership Drive Planning Month

Region 4's **Toula Oberlies**, who is on the Region 4 faculty and is an International Faculty member, has taught many administrative classes. One of my favorites is her class on **how to recruit to retain**. As we prepare for our September membership drives, the concept of recruiting to retain is of utmost importance. Sweet Adelines loses nearly 25% of its members in the first year and a large percentage during years 3 – 5. Our membership drives have taken on the persona of standing still—we're simply replacing members who have left. We're not growing our choruses. Here are 10 ideas from Toula to help us retain members.

1. Develop a retention mind-set and recruit to retain.
2. What attracted you to your chorus in the first place? Make sure that attraction is still happening.
3. Make sure members feel at home.
4. Make sure the chorus has clear goals and clear expectations and that members buy into them.
5. Establish trust.
6. Strive for open dialogue with members. Address issues promptly and with compassion. Don't let issues fester.
7. Establish a strong 'retention team' including a Big Sister Program, mentoring, new member education, a focus on chorus relations, and lots of communication.
8. Add value to your members' lives and make that value tangible and visible.
9. Make sure your chorus culture is evident.
10. Find a champion—your Director(s)!

For your calendar

November 4 - Mid/Large Chorus Workshop

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**November 11 - Small Chorus Workshop**

We'd like every chorus to attend. The workshops are designed with you in mind, and no overnight stay is required. After all, we want another Region 4 chorus (or two) to win the honor to compete at IES 2007!

**Divas Wanted: Region 4 has 1,042 members. Sweet Adelines has 26,059 members.**

## 2006-2007 Marketing & Membership Team

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