|  |
| --- |
| **ONLINE COURSE - 1st SESSION – SATURDAY JUNE 20, 2020** |
| **TIME**  | **CLASS** | **DESCRIPTION** |
| 9:00 am – 10:00 am | Membership A-Z | Overview of what encompasses a healthy chorus membership program. For example:* Incorporating your membership program to the chorus mission/vision.
* Why it’s important to connect to the larger organization.
* Creating an effective membership committee.
* Importance of chorus image and why that matters.

We will also introduce a one-page Membership Plan template that will be completed by you by the end of the 2nd session to take back to your chorus. |
| 10:10 am – 11:40 am | COVID-19 Retention Concerns*and*How to Learn from WHY They Leave | Pandemic survival ideas. How to re-engage membership and dissipate nerves of being in a group setting. How to address financial and emotional concerns. Concrete steps provided to help choruses address the main reason why members leave the organization: Expense, Time, Pace and Burn-Out. |
| 11:50 am – 12:20 pm | Marketing Part I – Finding New Members | Details on how to successfully market to singers. Topics include identifying your target audience, how and where to advertise, PR material/resources, creating a prospective member database to include tracking where they heard about us, etc. |
| 12:20 pm – 12:30 pm | Wrap Up | Recap and sharing of key learnings |
| **ONLINE COURSE - 2nd SESSION – SATURDAY JUNE 27, 2020** |
| **TIME** | **CLASS** | **DESCRIPTION** |
| 9:00 am – 9:30 am | Marketing Part II – PR & Marketing | Details on how to successfully market to singers. Topics include identifying your target audience, how and where to advertise, PR material/resources, creating a prospective member database to include tracking where they heard about us, etc. |
| 9:40 am – 10:40 am | The New-Member Experience | Successful on-boarding from the first visit through the end of the first year. Some of what is covered will be: greeting, communication, membership committee guidelines, voice placement & audition process, dissemination of information, new member support, and chorus guidelines. Also provided will be a library of templates and resources for use in all aspects of the membership process. |
| 10:50 am – 11:50 am | Chorus Level Assessment and Music Team Training | Quality attracts new members and keeps your members coming back. Learn how to assess your chorus level/needs & implement steps for improvement including: What to focus on first, training and utilizing the music team, the value of proper music selection, how to utilize regional faculty and Master Directors, making the most of coaching and how to follow through. |
| 12:00 pm – 12:30 pm | Wrap-Up | Tactical Plan Follow Up/Recap and sharing of key learnings |