



REASONS NEW MEMBERS LEAVE

- Expense
- Time
- Pace
- Burn Out
- Culture Clash



EXPENSE

- Dues
- Costume/MakeUp
- Travel
- Education
- Music
- Competition



CONSIDER . . .



- Costume assessment rolled into dues
- Scholarships or sponsors (with a time limit or gradual release)
- Angel Fund
- Scrip or other purchase-related programs
- Flexible performance requirements
- Paid chorus "jobs" (such as riser set-up)
- Chorus fundraisers with shared profits

PURCHASE-BASED INCENTIVES

- No extra cost to members
- Purchaser receives a percentage of money spent
- Chapter can determine a percentage to go toward member expenses, from 10% to 100%
- Treasurer will need to set up accounts for members to keep track of rewards
- Program ideas:
- Great Lakes Scrip: <https://www.shopwithscrip.com/>
- ScripZone: <https://www.scripzone.com/defaultssl.aspx>
- Amazon Smile: <http://smile.amazon.com/>
- Grocery or Superstore Purchase Incentives



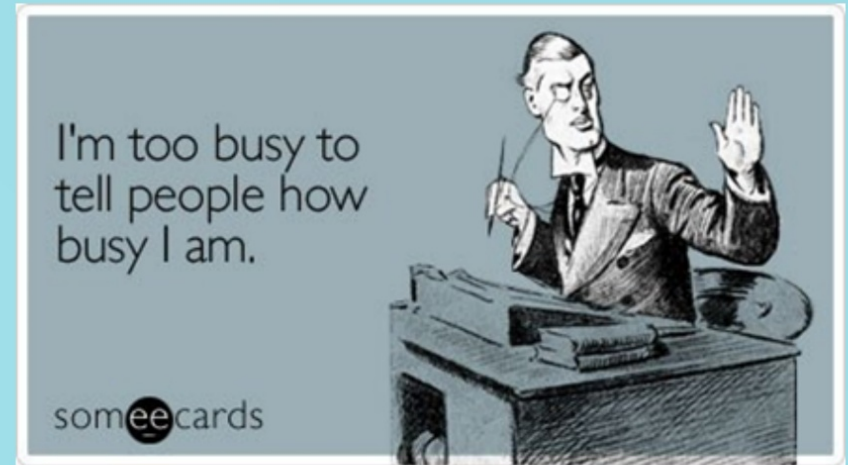
TIME

- Weekly rehearsals
- Extra rehearsals: front row, sectionals, quartet
- Administrative meetings
- Learning music
- Passing music
- PVIs/Vocal Instruction
- Coaching



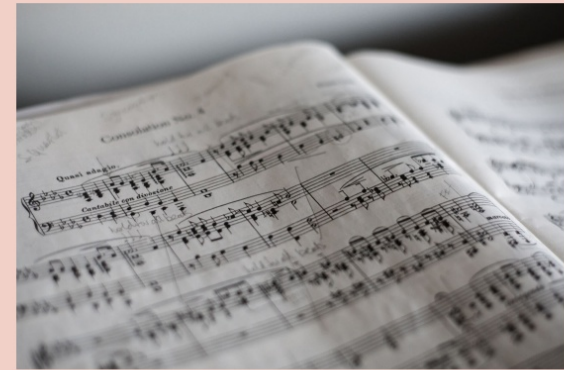
CONSIDER . . .

- Flexible attendance policy
- Limited leadership roles for the first year
- Chorus policy of allowing first-year members to "breathe)
- Up-front conversations on member time limitations
- Reduced Zoom rehearsal time



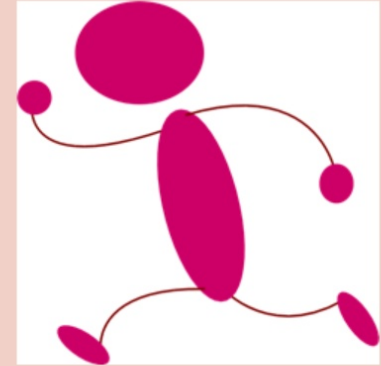


PACE



- Learning new repertoire
- Assimilating barbershop craft, riser etiquette, and vocabulary
- Taking in new skills from coaching and rehearsals
- Passing songs
- Learning choreography
- Balancing desire and readiness to perform

CONSIDER . . .

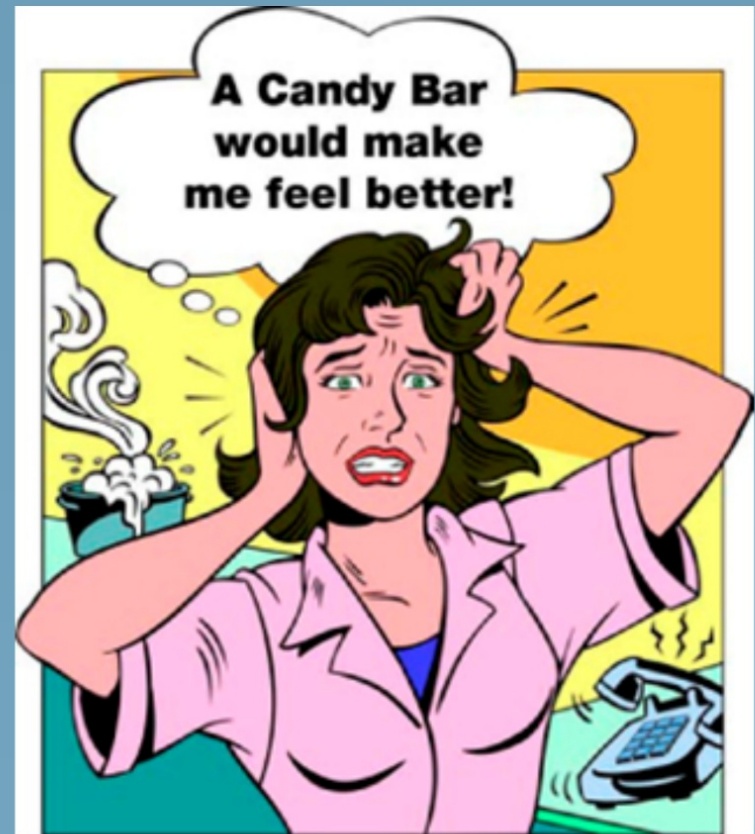


- Publishing list of repertoire in order of importance
- Break shows into smaller sections, to allow newer members to perform
- Have a “join-by” date for contest, and explain the policy to incoming potential members
- Assigning a proactive “big sister”
- Assign a rookie coordinator who will answer questions and schedule regular meetings
- Never assume a new member is comfortable or “doing fine” – ask!



BURN OUT

- Too much information
- Feelings of inadequacy
- Regular performances
- Regional events
- Fund-raising events
- Social events



CONSIDER . . .

- Rotating list/schedule of outside participation
- Chorus survey on leadership/service
- Chorus survey on performance preferences and availability
- Sharing extra events with a sister chorus
- Chorus-led decisions on types and number of outside events (i.e. fund raising, social, community, etc.)



CULTURE CLASH



- Member expectations versus chorus standards
- Lack of upfront information
- No member/chorus "click"
- Change in leadership
- Lack of continual communication

CONSIDER . . .

- Share the chorus mission/vision early on and often
- Create social connection opportunities for new members
- When issues arise, leaders communicate directly and fairly with members involved
- Provide multiple opportunities for communication between leaders and members (CCC box, social media, general email)



CURRENT COVID CONCERNS

- Value and buy-in with virtual rehearsals
- Lack of purpose
- Surviving vs. thriving
- Technology challenges
- Maintaining connections



CONSIDER . . .

- Revisiting mission/vision
- Creating new performance opportunities
- Virtual membership drive
- Providing a safe space to take a break
- Furnish a variety of rehearsal participation options
- Guest coaches
- Social opportunities outside of rehearsal





COMING BACK

- Health concerns
- Readjusting to in-person connections
- Returning members
- Establishing a new sense of purpose
- Dealing with various levels of participation, based on individual needs.



CONSIDER . . .



- Creating a variety of rehearsal options (Facebook Live)
- Easing into rehearsal space (spacing, masks, smaller groups)
- Set expectations for returning members; welcome enthusiastically
- Leadership connect with each member, individually
- Chorus survey
- Rewrite or revisit mission/vision with entire chorus and establish new chorus identity
- Create various sets of member expectations, based on health and personal preferences





FINAL THOUGHTS

- Everyone's 100% is not the same
- Treat each member as an individual, with individual needs
- Make sure members have a conduit to ask questions, share, and vent
- Personal connection will make all the difference.
- How they leave is just as important as how they stay.

“CONNECTION
is the
ENERGY
THAT IS CREATED BETWEEN PEOPLE
WHEN THEY FEEL
SEEN, HEARD, AND VALUED.”
• Brené Brown •

