

**BUILD IT,
AND THEY WILL COME!**

**MAINTAIN IT,
AND THEY WILL STAY!**

Part 2

Saturday, June 20, 2009
Region 22 Leadership Workshop
Madison, Wisconsin

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OBJECTIVES:

1. Part 2 of two-part class series.
2. To involve participants in concept planning in dealing with member retention issues, utilizing ideas and tools discussed in Part 1.
3. To encourage use of materials and resources available through Sweet Adelines International.

Brief Review of Major Points Covered in Part 1:

- Developing a retention mindset
- Involving members
- Chorus culture
- Recruit to retain

BREAK-OUT GROUPS:

- Break participants into focus groups
- Each group will be given a member retention “challenge” and will have set time to discuss/put plan into place to resolve
- Spokesperson will report back to the entire group on strategies that could be put into play to resolve issue/challenge

Wrap-Up

- Review objectives
- How’d we do?
- One or two strategies to take back to our own chorus

Lingering Questions?

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