

Membership Marketing Tools

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Region 22 Leadership Workshop
Madison, Wisconsin

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MEMBERSHIP MARKETING TOOLS

OBJECTIVES:

- 1.** To present examples of marketing campaigns and resources from a wide variety of sources to help chapter Membership Chairs and other chapter leaders to better market themselves.
- 2.** To encourage use of the materials and resources available through Sweet Adelines International.
- 3.** To share successful marketing campaigns created and utilized by sister chapters and regions, and to encourage further sharing of ideas and programs.

CLASS OUTLINE:

- Common Interests/Goals
- What is marketing? What makes it different from PR? (PR is only one component of marketing campaign).
- The Chapter Leader's role in marketing
- Sharing of successful plans/projects provided by Marketing Chairs from chapters and regions throughout SAI:
 1. Beginning With the Basics
 2. Motivation and Enthusiasm
 3. Unique Marketing Ideas –
 4. Member Recognition and Retention on Regional Level
 5. Resource Material Available Through the Region
 6. Begin to Act Like What You Want to Be
 7. Show 'Em, Tell 'Em, Sell 'Em

WRAP-UP:

- Share and learn from one another
- Questions?

Beginning With Basic Marketing Education

- Why market?
 1. To create awareness in community
 2. To develop a support system in the community
 3. Get performances / Get new members
 4. Helps to target the exact audience you seek in both performance and membership areas
 5. Helps to sell tickets to shows/concerts
 6. Other?
- How to market?
 1. Developing and using a data base
 2. Through advertising and press releases
 3. More and more through the web
 4. Through direct advertising
 5. Through newsletters and bulletins to sponsors
 6. Through education
 7. Through personal invitation
- Where to market?
 1. Newspapers (Daily and Weekly)
 2. TV – network affiliates, local and cable stations
 3. Online / websites
 4. Radio – all genres of music
 5. Newsletters/bulletins to sponsors and friends in the community
- Recruitment – attracting new members with creative membership drives;
 1. Focus on nearby communities not recently served by your group
 2. Seek out target audience for membership drives
 3. Seek out younger members
 4. Increase racial/ethnic diversity
 5. Incorporate technology into recruiting

Motivation and Enthusiasm on the part of the Membership Chair!

Having the right person in the right job!

Each chorus board/team strive to have the right person in this very important position. She will need to engage the chorus toward working to increase their membership, and she'll need to be able to “sell and market” the organization at all levels, relating well to members and non-members alike.

- Be energetic and enthusiastic
- Be detail oriented
- Focused on the value in the organization (and her chorus)
- Teach by example
- Be a team player and able to lead her Membership Team
- Work in conjunction with her chapter's Marketing Chair
- Other?

Specific Marketing Ideas

Buy a mailing list from a mailing list broker and target the audience you seek:

- Women in certain age bracket, profession, income level
- Women who've recently moved to area

Take chorus "on the road" to specific towns/suburbs:

- Where you wish to recruit for membership
- Where you wish to find show patrons or sponsors
- Present concert/cabaret in community; include door prizes as part of your performance so you can add names to your mailing list

Have "homecoming" night at chorus rehearsal:

- Invite former members who've resigned or transferred to CAL, to come back for one night of singing, reminiscing, and reconnecting with "old" friends

Visit Karaoke establishments in area where you rehearse:

- Pick one per month and take small group (3 or 4 is ideal) of outgoing members
- Bring chorus business cards along, show flyers, or membership drive flyers and give them to women who sang well that night
- If the mood moves you, go up and sing yourselves!

When chorus show or cabaret is approaching:

- Send a letter with a "voucher" for a free ticket to all guests who visited your chorus in the last year, seemed interested, but didn't join; offer to sell them additional tickets for their friends or family members who wish to come along
- Instead of a show program, develop/create a year-round program or magazine, to hand out at all performances that year; tell about your chorus in it; advertisers get added value and so do you (insert playbill to fit each performance, otherwise, it's good all year long)

Websites and online pages:

- Make sure you use your chorus web site as an effective marketing tool
- Tons of websites on which to post your information, and which you may "join"
- SAI's Real women, Real harmony, Real fun! is chock-full of great ideas and examples; sample materials abound, all downloadable for our use.

Other:

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The Three R's of PR:

- Research – start early, long before PR campaign begins
 1. Become familiar with the media in your area by researching it; recruit individuals from your chorus to help
 2. Look for the media that reaches your target audience
 3. Know media deadlines
 4. Use media websites to inform public of your event; more and more this is how media wishes to receive your information
 5. Attend workshops given by various media and institutions
 6. Print Media – become familiar with newspapers from beginning to end, or get information from someone who knows; look for other print media available in your area (magazines, etc.); know what sections of the papers would reach the audience you desire; ask for names of reporters and editors you will be contacting
 7. TV/Radio Media – know both weekday and weekend programming; know the coverage area of the stations you contact; ask for names of producers, community relations directors, news assignment editors, on-air personalities; utilize cable stations

- Release – writing the news release
 1. Before you start ask yourself, is it timely (happening now?) is it important (how many people does it affect?), what's the proximity (happening close to home or to people close to home?), is it novel (unusual?), is it prominent (famous or interesting/exciting people?), what's the emotion behind it? is it written in a way to target the audience you seek?
 2. Use chorus or SAI stationary
 3. Include the 5 W's – who, what, when, where, and why – the “why” refers to “why someone would want to attend (is it inspiring? Celebratory?)
 4. Make the release catchy, creative, and include all necessary information
 5. Make it easy to read; keep it short and to the point
 6. Be sure to proof read, and proof read again and again
 7. Include a cover letter if you are seeking a special appearance, interview or feature story
 8. Include a photo to add interest
 9. Include name, phone number, and e-mail address of contact person
 10. Send the release to several individuals at the same place
 11. Refer to “News Release Standards” and other “Media Guides” published by local media

- Repeat Contact – make follow-up phone calls
 1. Prepare ahead of time as to what you want to say or ask
 2. Introduce yourself and briefly refer to the information already sent
 3. Make conversation brief and to the point
 4. You may need to re-send release and other material (more detailed cover letter, fact sheet, longer press release) if requested
 5. Call newspaper and/or TV news assignment desk about 2 weeks before the event, and invite them to come do live coverage of your event. Convince them how exciting and newsworthy the event will be
 6. Call TV/Radio several months before an event, to invite a media personality to emcee or make an appearance at the event
 7. Be sure to contact media afterwards and thank them for their cooperation; send a handwritten note and an e-mail

Community Awareness

- Get to know more about the community where your members live
- Find out what affiliations members have in their communities – where do they work? Are they connected to any schools or churches, do they belong to other cultural organizations
- Find out about local arts councils, libraries, media connections
- Are there businesses where major purchases are made by the chorus
- Make presentations about SAI and your chorus to other organizations, local business clubs, and schools
- Volunteer as a chorus with community projects – answer phones for the PBS station, take on a local charity, give free materials to music teachers, perform for free for tree-lighting ceremonies, good citizen banquets, scout events
- Work with another music group to put on a charitable program
- Benefits are numerous: become better known as positive force in community; raise chorus' musical standards in the eyes of the community; attract new members; increase the number of performances; sell tickets to chapter shows; obtain financial support through donations/grants from businesses, foundations, local sponsors; feel very good about chorus being respected in the community
- Have/develop good quality materials (handouts, fliers, business cards, etc.) to hand out to the community; keep it professional-looking, crisp, attractive, and informational

Begin To Act Like What You Want To Be **“Growing a Successful Chorus”**

Inspired by The E-Myth Revisited, by Michael Gerber

This book comes highly recommended, as it is very applicable to membership issues within Sweet Adelines International, and is applicable to membership growth and retention issues as they relate to the overall health of a chorus.

Major points:

- Important for all to have a “vision” of what they want their chorus to be!
- Begin now to act like you want to be when you get there!
- Base behavior on the vision!
- Never base vision on present state!
- The things you want become the standards against which you measure your progress!
- Provide members with the tools and structure they need to learn so they may grow into the chorus they want to be!
- The “system” you create (the way we do things here) ensures that your chorus’ success is not dependent on a particular person (or persons) being in a particular role!
- Do what you do as long as it works, and when it no longer works, change it!

Show ‘Em, Tell ‘Em, Sell ‘Em

This can be adapted to fit goals of securing “more members” and “more performances” by creating an opportunity to acquaint the community with your chorus. It requires clear goals on the part of a chorus and a commitment to a lot of brainstorming and discussion.

- What audiences do we want to attract? What organizations and businesses?
- What do we have to offer? What do we tell them? How do we tell them?
- Invitations sent to each organization to join the chorus for an evening’s introduction, entertainment, and appetizers (or some sort of refreshments)... a sort of “showcasing” of the chorus for the community.
- Just like RSG, the hope is that many business leaders will walk through your doors, talk with members about the chorus, and then be treated to a short performance highlighting the repertoire that can be used for their entertainment opportunities.
- If your chorus is mid-size or large, put together a small grouping (25-30), to perform a few numbers; feature a quartet performance.
- Refreshments/coffee are served (possibly twice, once upon arrival, then as they leave) in informal/friendly/accommodating setting.
- Everyone leaves with PR packets with information about the chorus and what it has to offer in the way of entertainment for group events.
- Business cards with appropriate contact names, phone numbers, and e-mail addresses are included.
- The hope of course is “that the phone starts ringing off the hook for performances.”