

VP Membership/Chapter Development

Membership - Recruiting and Retention.

In every Chapter new member recruitment and retention should be a year around activity. You need new members to replace those who move away, pass away, or walk away to become involved in other activities.

Duties:

- Oversee new member orientation sessions and member retention efforts.
- Work with the District VP Marketing & PR and Member development to learn about Society and District membership programs that might benefit the chapter.
- Oversee development and publicizing a yearly membership recruitment plan.
- Prepare and distribute materials about the chapter to the general public at performances and community appearances.
- Maintain a mailing list of interested people to invite to recruitment nights.
- Follow up on absent or inactive members.
- Work with the Chapter Secretary to follow up on non-renewed members.
- Attend Leadership Academy conducted each January by the District.

Who Should we pursue?

“Be careful what you ask for, because you just might get it”.. A Chapter needs to think about its recruiting efforts and whom to target. There are basically 3 levels of prospective members:

- Anyone who walks in off the street
- Trainable singers
- Trained singers

If we recruit trained singers there should be a good musical program in place and the men should be singing quite well.

If we recruit trainable singers, we will need a program that gives men an opportunity to learn the barbershop style and the chance to become part of the chorus.

If a Chapter does not have a good musical program, the leadership team must focus its energies on improving the product or be content to accept anyone who walks in off the street.

Our Product - A good musical product has been and always will be the most important membership development tool.