

# Organizing a Youth In Harmony WORKSHOP

LO'L Leadership Training Academy

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# Summary of Original Presentation By

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# YIH Festival of Western WI

Organized by:

- Indianhead Barbershop Chorus
- Croix Chordsmen Barbershop Chorus
- Vallee de Croix (SAI Chorus)



# YIH Festival of Western WI

## 2018 marked their 13<sup>th</sup> YIH Festival

- Open to students – male & female – 6<sup>th</sup> Grade - College
- Registration is 8:30 – 9:00 am
- Free Public Concert at 4:30 pm
- Attended by up to 175 students on stage >> 70 - 80% girls.



# They started with \$500 and a dream

**Start small! – use the assets at your disposal**

- Chapter quartets as teaching quartets
- Donations or reduced costs for food
  - TELL THEM ITS FOR YOUTH, and they'll donate!
- Clinicians – Chapter directors, Music Educators
- ASK.....you sometimes just need to ask for help getting it rolling
- Use FREE Music
- Don't re-invent the wheel >> **Contact other YIH organizers!**



# The Team and Their Roles

Roles for the event include but are not limited to:

- Advertising
- Registration
- Website/Social Media
- Local Arrangements: Venue and Food
- Recruiting: Clinicians, Teaching Quartets
  - One quartet for each guys and girls
  - One clinician for each guys and girls and a third for the combined number
- Organizing student packets
  - Sheet music, tag sheets, name tags, pencils, etc.



# Important Details

- Ordering T-shirts
- Youth Protection Training Program (REQUIRED for all present!)
- Request for Certificate of Liability Insurance
- Sound and Lights at Concert
- Recruit a Concert MC
- Organization of the show program
- People to keep an eye on the hallways and doors



# Location - School or Church

Spaces needed:

- A large practice room for Guys and Girls
- Concert space w/risers
- Space for lunch
- Locations for Sectionals if needed (hallways work for this)
- Warmup room(s) for quartet(s) to change clothes, practice etc.
  - This space may double as sectional space





# Items Needed

- 2-3 Pianos:
  - 1 in each men's/women's large practice room
  - Maybe 1 in auditorium?
- Space/Racks for Coats/Jackets (depending on time of year)
- Tables for Registration, T-shirts, Music



# Time of Year For Your Festival?

**Consult local Music Educators to get their opinion!!**

**January** common > falls after a busy holiday concert season

- They are not yet in deep focus for contest
- It's usually plenty cold so kids like to be inside.
- Not many family vacations between Christmas and Spring Break

Other locations considering late **September**

- Catch ME's before activities start
- Challenging for recruiting....



# Fund-Raising

- Money from Chapter(s) organizing event
- Selling T-shirt spots
- Donations
- Registrations
- Free Will Offering at Concert
- Walmart
- Community Foundations
- Program Sponsors (local business)
- BHS Grant
- SAI's Young Singers Foundation



# In-kind Donations

- Donations from local vending company or grocery store
  - e.g., water for each student
- Donation of a room at a hotel to put up a quartet

Again

- Tell them it's for the Youth!
- Tell them you'll advertise for them on your show.



# Free to Students or Charge Them?

You'd like to offer this event up for FREE, right?!

- Steve says: **Don't do it!**
- Our culture believes in value.
- "A Free Festival must not be much of a festival." >> True or False?
- Of course, it's False...but we know better...
- A festival for \$0 can carry a low perceived value
- Problem is we need to reach those that don't know better.



# Reasons to Charge Them

- They'll have "Skin in the game"
- Create "value" with a cost on your event.
- Give those who registered a reason to come...they paid!

Case in point: Started out charging \$5 -- now charge \$10

- Result: The gap between registered vs actual attendees decreased
- This reduced losses (no wasted lunches, no wasted music fees, etc.)



# Why else should you Charge Them?

**You have costs.....and as you grow, so will your costs.**

- We estimate that our cost per student is around \$20
- Think about your budget requirements for 20 students vs 120 students.
- Reduces burden on Chapter(s) and organizers to find additional funding
- Increases potential seed money for next year's event
- Increases ability to advertise
- Increases ability to cover travel expenses
- Increases ability to pay Honorariums to Clinician's, Quartets etc.
- Increases the available venue options
- Provide better: music, quartets, lunches....



## 2018 - YIH (Youth In Harmony) Festival Schedule

- 8:30 - 9:00 am            Registration and “Meet & Greet”
- 9:00 - 9:15 am            Welcome - What’s Going to Happen Today – Judd Orff  
To include one song by Minor Detail and one by Spice! (15 minutes)
- 9:15 - 9:25 am            Physical Warm-ups – Pat Teorey (10 minutes)
- 9:30 - 10:30 am           Individual Chorus Work - (60 min) – Bandon & Shawn – **include teaching tag**  
*10:00 – 10:30 am        Quartet #1 – Coaching Session with Judd Orff*
- 10:30 – 10:50 am        **GIRLS**-Sectionals /// **BOYS**-Socializing & Tag Singing (20 min) – Spice!
- 10:50 – 11:10 am        **BOYS**-Sectionals /// **GIRLS**-Socializing & Tag Singing (20 min) – Minor Detail
- 11:10 – 11:50 am        Individual Chorus Work (40 min) – Brandon & Shawn  
*11:20 – 11:50 am        Quartet #2 – Coaching Session with Judd Orff*





11:50 - 12:35 pm	Lunch, Socializing & Tag Singing (45 min) – Everyone
12:35 – 1:35 pm	Combined Choruses on Stage- <i>HARMONY</i> (60 min) - Shawn
1:35 – 1:50 pm	Socializing & Tag Singing & Snack in Foyer (15 min) - Everyone
1:50 – 2:35 pm	Individual Chorus- Barbershop-Choreography (45min) – Brandon, Kyle, Pat & Jackie 2:05 – 2:35 pm <i>Quartet #3 – Coaching Session with Judd Orff</i>
2:35 - 3:30 pm	Riser rehearsal on stage – all choruses (55 min) 2:35 – Boys chorus – Shawn & Minor Detail 2:50 – Girls chorus – Brandon & Spice! 3:05 - HARMONY – Shawn, Spice! And Minor Detail
4:00 – 4:30 pm	Mic Testing - Quartets: Spice! and Minor Detail and any high school group <b><u>Everyone in Auditorium – fill out comment sheets &amp; hand in.</u></b>
4:00 pm	Clear the Auditorium to allow the Audience to come in and prepare for Performance. Singers report to rehearsal area.
4:20 pm	Holding Pattern – Jackie Hillman
<b>4:30 pm</b>	<b>Performance</b>



# How do you get the Students there?

Identify the ME's (gate keeper) at each School in your market

- Go to School District Website and look for “Staff Directory”.
- Search: Vocal, Choral, Music, Choir, etc.

They might not be on board when you first approach them!

- Build relationships!!



# How to get around ME until they're on board?

- Advertise on Facebook > Create Call to Action!
- Reach out to the School Community Ed
- Reach out to Teachers you know.
  - Ask to put a poster in their room or introduce you to the ME.
- Drop off posters at each school office
  - Ask for one to be put in each music room – hang rest around school
- Get event in newspaper and radio “Community Calendar” (free)
  - Ask newspaper to run a story on the event to help generate interest.
  - Consider paying for some advertising as part of the deal.



# Ways to get the Students there?

- Contact Home School networks (They're looking for activities like this!)
- Ask about getting event on School Calendar(s)
  - May only work at the location the event is being held
- Reach out to the School Office or Principal to see if they can make an announcement that registration is now open or closing soon.....
- Reach out to School Social Media Person > ask that they put something on their Facebook Page or do a push notification on the School App.
- Worst thing any of them will tell you is: No.....



# How to get the ME's on Board?

- Meet them face to face when you hand them the posters
- Schedule a quartet to visit their class
- Offer free resources to the ME >> Music, Tags, CDs, Coaching of student quartets
- Email (or postcard to) them with an invitation
- **Select music for your festival that is also on the Contest list**
- Tell them they don't need to be at our event!!
  - Although they're welcome – you only need them to tell the students about it!



# How to get the ME on Board?

- Tell how other ME's programs are improving with BBS harmony
- Get in with one ME:
  - Ask them to help you reach out to the other ME's
  - Ask to be invited to an association meeting
- Ask them to be a clinician
- Share Harmony University with them. (Scholarships!)
- Attend School concerts and congratulate them on their performance!

**Your Goal is to Build a RELATIONSHIP over time!**



# Ways to Remove ME Roadblock

- Grant Money to School Music program for those using Barbershop in class
- Grant Winner has school chorus/quartets/VLQ sing on our show
  - Side Bonus: Sell more show tickets to the student's families
  - Scholarship to Harmony U for the ME!



# Sample Quartet Visit to a Classroom

Sing a song the quartet knows – something upbeat & fun, familiar

- Talk about why we are there.
  - Teach an easy tag
  - Break down each part one at a time
  - Invite guys and girls up to sing with the quartet
  - Maybe teach a second tag depending on interest/time
  - Show: [https://www.youtube.com/watch?v=hkyJwOBF0\\_0](https://www.youtube.com/watch?v=hkyJwOBF0_0)
  - Discuss more tags are available on YouTube or Barbershoptags.com
  - Review Dates / Times, Costs, What's included, and how to register
  - Make them aware we offer learning tracks.

**Ask them to Sing for you!**





# Registration Options

- Online Registrations allow collections via Paypal, Credit Cards
  - Also means you don't have to type every registration into Excel!
- Make PDF Registration forms available too
  - Some MEs want control of the registration process!
  - They can email or snail mail them back....

Note: ME's like a list of their Registered Students.



# Registration Online: Eventbrite.com

There are fees for their services, but BHS has Discounts

## **Benefits:**

- Copy last year's event > Just change dates and important info
- Email Teachers a formal invitation
- Email last year's attendees
- Auto generates an email to registered students with password to access learning tracks
- Our event is listed on their page and in mailings to local users



# Advertising

Facebook [www.facebook.com/yih.wi](http://www.facebook.com/yih.wi)

- Ask for shares, Boost Post, Ad Campaigns, Create event and invite.
- Facebook Covers



# Advertising

- Radio > Ask to bring a quartet in and talk about Youth In Harmony.
- Newspapers > Event Calendars, story, press release, paid advertising
- Churches > Make announcement about the event, hang up posters
- Local Cable TV
- Advertise in school programs, e.g., School Play, Band/Choir Concerts
- School Calendar
- Table with info outside of a school concert
- School family newsletters?
- School's Social Media and Push Notifications on School App
- Community Ed > Contact them early in the year!



# Advertising

- Posters > Ask local school if they have kids who can help create a poster
- Ask printing business if they would donate time to creating a poster
- Create using: Microsoft Publisher, Adobe Indesign, or other software

Place them In:

- Schools & Churches
- Grocery stores, Banks, Library etc.
- High traffic areas.
- Make downloadable copy available on your website.
- Ask chorus members to help distribute



# Advertising > Brochures

- Less Expensive to mail than the large posters
- Place them in the school mailing with the posters
- Around town at waiting areas (if approved)
- Make downloadable copy available on your website



# PR

- Photographer to take pictures of your event
  - If they're willing and are someone you trust, give them admin access to your Facebook page to upload photos of the event during the day
- Tag people in the photos! Their friends see it and may like your page.
- Video your event and create a YouTube video for marketing the next event
- Tap into local school for kids willing to help with this as well.
- Schedule Social Media Posts
- Plan your Facebook across multiple pages

**Work smarter not harder.....**



# After the Festival

- Send Honorariums(?)
- Mail Thank You cards > Include picture of combined chorus
- Wrap up meeting with the team
  - Review the surveys
  - Look for areas to improve on
  - Pat yourself on the back because you created memories and you brought Barbershop to another generation of kids.
  - Discuss next year's date and location





# After the Festival

Record your student registration list in Excel

- Compare with registration list from last year
- Merge files, delete duplicates > becomes contact list for next year.

Next year use same ME email list

- Visit the school website of bounced emails
- Update list with new teacher contact info
- Work the system through the steps to break down road blocks.



**Questions?**

**Comments??**

**Contact Jim Rasmus**

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