

Building Membership
through
One Voice One Message
Global Expansion

Presented by the
Mid-America Region 22
Management Team
September, 2011

MEMBERSHIP

Over the last 5 fiscal years, the overall international organization has had a **net loss** in membership every year:

2004 – 2005	25,791 members (for the 12 month period ending April 2005)
2005 – 2006	25,397 (-1.53% versus previous year)
2006 – 2007	25,022 (-1.48%)
2007 – 2008	24,985 (-0.15%)
2008 – 2009	24,562 (-1.69%)
2009 – 2010	24,225 (-1.37%)

- On one hand, we could be grateful that these declines are as small as they are – given other similar organizations have suffered much larger losses in recent years.
- On the other hand, if we had simply maintained our 2005 membership level during the ensuing five years, we would have had almost \$400,000 in additional dues income to our organizations over this period.
- Consistent losses like these put pressure on member services, programs and staff support at our headquarters – or require dues increases.
- Of course, regions and chapters feel the financial impact of membership losses – and gains – as well.
- Let's now take a look at Mid-America Region 22's membership statistics.

MEMBERSHIP LEVELS

Past 5 Years
(Change versus Previous Year)

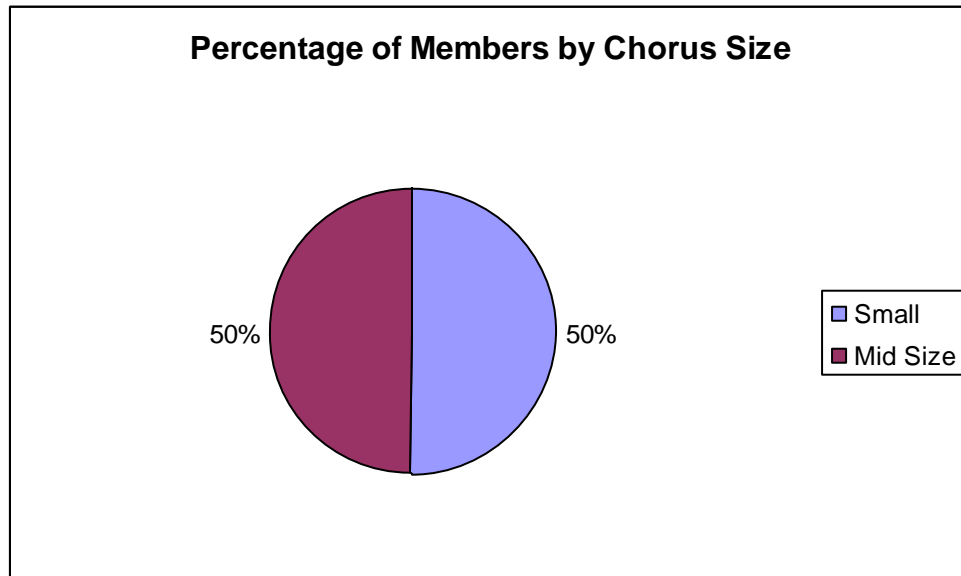
Fiscal Year		Total Organization		Region 22	
	#	Change	#	Change	
2005 - 2006	25,397	-1.53%	687	-7.04%	
2006 - 2007	25,022	-1.48%	654	-4.08%	
2007 - 2008	24,985	-0.15%	620	-5.20%	
2008 - 2009	24,562	-1.69%	620	0%	
2009 - 2010	24,225	1.37%	568	-8.39%	

Region 22 Chapter Overview

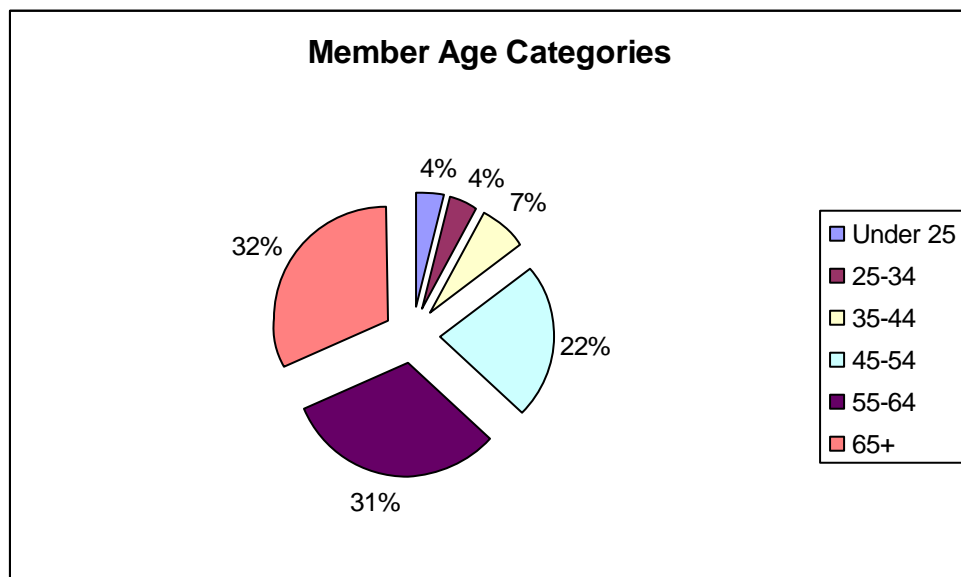
As of September 1, 2011

Number of Chapters	17
Number of Members	529
Number of Prospective Chapters	1
Number of Members Lost Since 5/1/10	53
Chapters	# of Members
Cedar Harmony	37
Cedar Sounds	14
Center Point	25
Crosstown Harmony	47
Fox Valley	51
Heart O' Wisconsin	31
Menominee River	19
Milwaukee Showcase	31
Opus 2000	21
Red Cedar Sounds	18
River City Sound	43
Riverport	44
Sound of Madison	27
Spirit of the Lakes	32
Stateline Harmony	9
Westosha Lakes	25
Yahara River	33
(Chapter At Large	22)

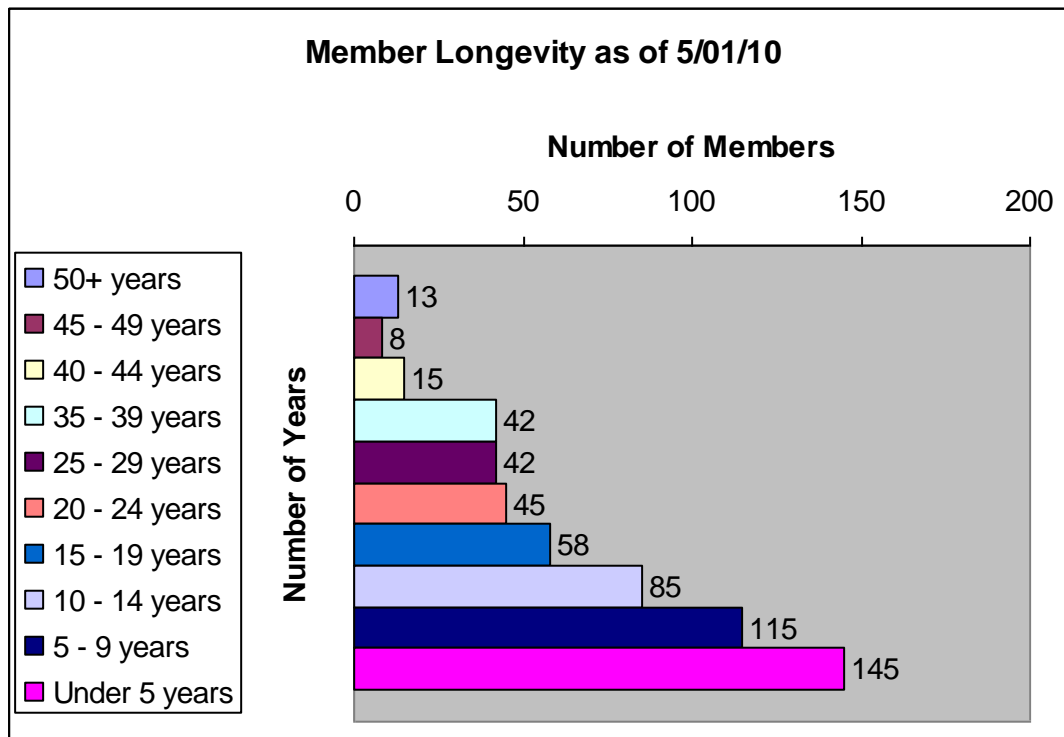
Region 22 Statistical Information



(Currently there are no large choruses in our region)



Region 22 Statistical Information



65% of terminating members leave within the first 5 years of joining the organization.

Retention

Retaining good members is as crucial to long term growth and sustainability as the recruitment of new members. Improving the annual retention rate is at the very core of what must be done to ensure the organization's long term viability. Involving their membership more closely in the strategies for retention is an effective way for chapters to make member retention a top priority in partnership with growing their numbers on the risers.

- Have resigning members complete an Exit Survey.
- Review the reasons members are leaving based on their longevity group.
- Review Exit Surveys to develop improvement plans to address identified deficiencies or problem areas.
- Focus attention in years 1 through 5, where the organization loses its highest number of members.

**Region 22 One Voice One Message, Global Expansion
Membership Plan
09/15/2011 – 04/30/2013**

Goals

A. Membership Growth

Mid-America Region 22 will be dedicated to developing January Open House options and other membership plans with rewards for success in membership growth.

B. Retention

Mid-America Region 22 will provide quality education that supports member participation and enjoyment in all regional activities.

C. Finance

Mid-America Region 22 will provide reasonable and cost effective financial planning to support membership growth and retention.

D. Marketing

Mid-America Region 22 will be dedicated to ongoing communication regarding Membership and Marketing efforts.

Strategies for Goal A – Membership Growth

1. Encourage chapters to collaborate in recruitment and performance efforts beginning with the January 2012 Open House initiative.
2. Provide a Membership Incentive Program for January 2012 through April 2013.
3. Support our current Prospective Chorus and continue efforts on our Cold Start Chorus in the Wisconsin area.
4. Grow regional membership to **600** by April 30, 2013

Strategies for Goal B – Retention

1. Promote various Sweet Adeline membership options for continued organization dedication.
2. Emphasize regional education opportunities at scheduled regional schools or through faculty visits.
3. Regional Management Team to develop opportunities for individual participation in regional activities.
4. Revision of Membership Moments monthly newsletter to focus on Membership and Marketing together to support the One Voice One Message focus.

Strategies for Goal C – Finance

1. Regional budget to reflect 10% of income for support of Membership and Marketing efforts.
2. Chapter Administrative Team/Boards to determine percentage of chapter budget for ongoing Membership and Marketing efforts.

Strategies for Goal D – Marketing

1. Regional Management Team to investigate region-wide advertising possibilities that would point to Facebook or other women focused publications.
2. Promote new Membership and Marketing ideas for the chapters through the revised monthly newsletter and chapter use of The Real Guide to Membership Growth publication.
3. Make Membership and Marketing ideas readily available via CDs and a related binder for each chapter.
4. Develop a Membership and Marketing webinar for the chapters to be presented in November, 2011 in preparation for the January Open House initiative.

Increasing Membership Throughout the Region

It is the goal of Mid-America Region 22 to increase community awareness of Sweet Adelines International chapters, thereby helping to build membership and increase and develop new audience for our choruses. This will be achieved by creating an integrated visibility plan, to be implemented by every Region 22 chorus, using the international marketing materials created for the purpose of membership development. The use of these resources will create continuity of messaging in communities throughout the region and will stress the attributes of singing and performance. Our identity will be portrayed as a diverse group of talented women having fun singing and serving their community. Other aspects of our identity goals will include:

- a. An educational organization
- b. A community asset through public service performances
- c. Professional
- d. Knowledgeable and talented
- e. Caring and nurturing
- f. Contemporary

Chorus Responsibilities

Each chorus is to become familiar with and utilize international promotional information and templates.

- Create a chorus website
- Customize chorus website and brochures using “Real Women Real Harmony Real Fun”
- Create Guest Passes using the “Real” template
- Create Business Cards using the “Real” template
- Create Posters using the “Real” templates
- Create a chorus Facebook page and include the “Real” logo
- Create handouts for the guest lesson plans
- Prepare guest folders, music, and chorus repertoire list
- Create guest packets
 - Let’s Get Acquainted brochure
 - Info about your chorus
 - Copies of Pitch Pipe magazine (extras available from international)
- Utilize material available in The Real Guide to Membership Growth

Directors are Vital to Success

Directors are the leaders and focal point of a chorus. They play an integral role in membership and marketing.

- They set the tone of the chorus
- They must display a positive attitude, recognize and praise guests, be nurturing to guests as well as members
- They should show enthusiastic involvement
- They need to reflect support and display a willingness to cooperate

Members are Vital to Success

- No riser chatter
- Timely arrival at rehearsal
- Attentive
- Be nurturing to guests as well as members
- Show enthusiastic involvement
- Support guests, director, membership team, and one another
- Willingness to cooperate
- All members are on the membership team
 - Make the time commitment to help the Membership Team
 - Help the Marketing Team

- Chorus to collaborate with another chorus(es) in the area for greater membership opportunities, especially for January 2012 Open House efforts
 - Chapter Administrative Team/Board:
 - Develop membership plan, with timelines, and submit to Regional Membership Coordinator prior to December 1, 2011
 - Report ongoing membership results, so that data can be gathered and chapters can be eligible for awards. Dates reports are due to Regional Membership Coordinator are:
 - May 15, 2012
 - September 15, 2012
 - December 15, 2012
 - May 15, 2013

Chapter Awards

Increase in membership will be calculate based on the 9/1/2011 regional membership statistics as reported by international - see data in this document - through April 30, 2013.

The top three chapters that have grown their membership the most will receive:

1 st place	\$600
2 nd place	\$300
3 rd place	\$150

Awards will be presented at the 2013 Fall Regional event.

Region 22 Timeline			
Task	Owner	Target Date	Completed
Develop regional membership plan	Membership Coordinator	7/1/2011	Yes
	Marketing Coordinator		
	Volunteer from Membership		
Update regional website with "Real" logo	Communication Coordinator	9/1/2011	Yes
Obtain RMT approval of regional plan	Membership Coordinator	7/30/2011	Yes
Revise distro for Membership Newsletter to include chapter Marketing Coordinators and Team Leaders / Presidents	Membership Coordinator	8/1/2011	Yes
Develop General Session Training for 2011 Fall Regional	Membership Coordinator	8/30/2011	Yes
	Marketing Coordinator		
Hold General Session at 2011 Fall Regional & Special Resource Session for Membership, Marketing, and Team Leaders	Membership Coordinator	9/17/2011	Yes
	Marketing Coordinator		
Develop and present a Membership/Marketing Webinar in preparation for January Open House	Marketing Coordinator	11/30/2011	Yes
	Membership Coordinator		
Obtain dedication of chapters by submission of chapter planning document	Chapter Team Leaders or Presidents	12/1/2011	Yes 12 chapters
Implement Membership/Marketing Campaign	All Chapters	1/1/2012	Yes 14 chapters
Report membership plan results (Successful activities & updated membership numbers)	Chapter Team Leaders or Presidents	5/15/2012	
		9/15/2012	
		12/15/2012	
		4/15/2013	
Presentation of Chapter Awards	Regional Management Team		
	Regional Party Competition Weekend 2013	May 2013	