

Hello
my name
is: _____



Membership Matters

UCANSING2

Membership
campaign kicks off
August 1.

Society-wide
Recruiting Week is
September 12-16, 2005.

Go man, go!

This is the year we do *everything*
you've asked us to do to grow the Society.

- "We need **national media exposure** to recruit." ✓
- "We need **national advertising** to recruit." ✓
- "We need **tools in our chapter** to recruit." ✓

This year, we're doing it all.

Growing the Barbershop Harmony Society is what we're all about. It's central to our mission to preserve and encourage barbershop quartet singing. Without new singers for tomorrow, there will be no barbershop style to perform, arrange, debate, or celebrate.

We can do this.

We've done it before

We can do it again..

Our last major recruiting effort, in 1996-7, yielded the only years of positive growth in the last two decades. (See chart page 18.) The keys to that success are the same today:

- **Universal participation**— hundreds of chapters made a positive affirmation to do something—*anything*—and they did.
- **Personal commitment**—most recruiting happens because individuals determine they will make a difference.
- **Individualized incentives** —Knowing that your personal commitment is matched by a desire to support and celebrate it.
- **Deep commitment from** districts, chapters, individuals, and the Society staff and leadership.

What's bigger and better than ever

We're putting more resources into it than ever before

- More than \$80,000 in paid media
- \$30,000 in media relations support
- \$60,000 in support for chapters
- \$54,000 in incentive prizes to get everyone to sit up and take notice

Todd Wilson
Director of
Marketing for
the Barbershop
Harmony
Society



Our biggest recruiting
effort ever!
Media support.
Big prizes.
A chance to make a change
and grow your chapter.

Prize money up for grabs

Get serious about recruiting, and we'll put some serious cha-CHING in your pockets.

BIG PRIZES FOR PERSONAL RECRUITING

BIG PRIZES FOR CHAPTER RECRUITING

GRAND PRIZE WINNER for most new members \$5,000

2nd Place recruiter	\$3,000
3rd place recruiter	\$2000
4th place recruiter	\$1000
5th place recruiter	\$750
6th place recruiter	\$500
7th place recruiter	\$500
8th place recruiter	\$250
9th place recruiter	\$150
10th place recruiter	\$100

Anyone who recruits one new member has a shot at winning one of the six \$1000 random drawing prizes to be conducted at the conclusion of the campaign. The more members you recruit, the more chances you have to WIN! PLUS! Six \$1000 Random Prize Winners total cash awards \$19,250

Chapters with Greatest Membership Growth Numerically

Grand prize:	\$10,000
2nd place winner:	\$4,000
3rd place winner:	\$2,000
4th place winner:	\$1,000
5th place winner:	\$500

Chapters with Highest Percentage Increase in New Members

Grand prize winner :	\$10,000
2nd place winner:	\$4,000
3rd place winner:	\$2,000
4th place winner:	\$1,000
5th place winner:	\$500

MANY MORE GREAT PRIZES!

FREE COACHING • FREE ARRANGEMENTS • CONVENTION TICKETS • TRAVELLING TROPHY • DISTRICT RECOGNITION • MORE!

Get full details and eligibility rules at www.spebsqsa.org/ucansing2

What we'll do to make it a success!

Saying "Do this" is not enough. The Society is putting its resources behind this campaign to a degree you've never seen before.

- National media campaigns
- National newspaper ads
- Toll-free phone number for all referrals, backed by a 24/7 call center
- Incredible incentives
- Web-based profiling/referral system
- Local media lists, press releases, ready-to-air PSAs
- Support of district leadership, chapter counselors



Yes, this friendly agent will answer calls. Couldn't hurt.

OPERATORS STANDING BY

When a prospect calls the 800 number dedicated to this campaign, call center operators will ask a few qualifying questions to best determine the wants, needs or expectations of the caller. A brief description (menu) of the type of chapters available in caller's community will be presented.

If we run into a scenario where only one chapter is operating in the caller's community, (without being negative) the prospect will be referred to that chapter with an understanding of the type of chapter available so the prospect knows what to expect in advance. **There is room for every type of chapter in our Society.**



PUTTING THE WORD ON THE STREET— and on the front door step. We're buying space in the biggest national publications in the United States and Canada: USA Today and the Toronto Globe & Mail, reaching millions of men aged 35-54. This concept ad stresses the variety of personalities that make up the Barbershop Harmony Society, and reminds men that they can do it, too. Versions of the final ad will be downloadable for use in local media.



“Men at some time are masters of their fates: The fault is not in our stars, but in ourselves...”

recruit
and thrive
ignore it
and die

Again in 2004, as has been the case consistently over the past 20 years, our membership problem was not due to a faster rate of members exiting the Society. **Indeed, we actually had fewer dropouts in 2004 than in the previous year.**

The overall dropout rate (number of drops divided by previous total) of 10.78% is the lowest calculated since 1991. This has been consistently at 12.5% (+/- .5%) over the past ten years.

No, the problem again is the **recruiting rate**, and we performed dismally in 2004, recruiting only 2967 new members, **the lowest in the last 15 years.**

We can fix this. We must fix this. We will fix this.

“Why do I care about membership?”

Ten reasons your life is better with more members

Your staff and Society leadership humbly accept that we may be more keenly interested in growing membership than others. Our every day is filled with sustaining and flourishing the Society as an entity. So what's in it for you, personally, to grow the Society?

1. Who wants to be the only tenor in the chapter?
2. More members means more quartet singers. At last, you can get into a quartet of your own! (And did we mention that we need tenors to grow more quartets?)
3. Nothing's more fun than teaching tags to the new guy. Don't deprive yourself of that joy.
4. More members means bigger show audiences means louder applause for your performance.
5. New members mean new ideas mean new ideas on how to grow and flourish. Bigger networks of influence mean more opportunities for your chapter to sing, perform, and serve your community.
6. Imagine being the genius who recruited Dave LaBar into the Society. Or Dave Stevens. Or Jim Kline. Or Vocal Spectrum. **Imagine the countless lives your protégés might improve.**
7. A better baritone singing on your left hand and a better lead on your right might make you a better bass. It could happen.
8. Need a coach for your quartet? The new guy might be the one who brings out your inner champion.
9. More members mean dynamic new leaders to grow chapters.
10. Some singers have sons who sing—who know other young singers—might be the best singers you'll ever enjoy singing with.

Year	New	Dropped	Total membership	net gain/loss	% gain/loss	Retention rate	Recruiting rate	Dropout rate
1996	4908	4031	34,225	877	2.56%	87.91%	14.72%	12.09%
1997	4069	4297	33,997	-228	-0.67%	87.44%	11.89%	12.56%
1998	3953	4186	33,764	-233	-0.69%	87.69%	11.63%	12.31%
1999	3672	4456	32,980	-784	-2.38%	86.80%	10.88%	13.20%
2000	3671	4071	32,580	-400	-1.23%	87.66%	11.13%	12.34%
2001	3676	4014	32,242	-338	-1.05%	87.68%	11.28%	12.32%
2002	3635	3911	31,966	-276	-0.86%	87.87%	11.27%	12.13%
2003	3317	3974	31,309	-657	-2.10%	87.57%	10.38%	12.43%
2004	2967	3376	30,900	-409	-1.32%	89.22%	9.48%	10.78%

SHOW ME THE NUMBERS—When we recruit, we grow. Dropouts remain constant, but will accelerate as we age.

“Why worry?
My chapter's
doing OK.”

For now, perhaps... but what about tomorrow? Who will you be singing with in ten years? If your chapter is typical of most, your demographics might look something like this:

- Average age 62; 40% of members over the age of 70.
- Recruited perhaps 10% of previous year's total membership. (In a chapter of 40, that means 4 new members); BUT
- At the same time, perhaps 12% of your members dropped out (5), for a net loss of 1.

Maybe a net loss of one member last year was not a big deal. But what happens as the dropout rate accelerates, as those older men become unable to participate for reasons of health, energy, or death?

That's what we as a Society face: **We must grow, now, while we can—or die.**

We'll put a wealth of tools in your hands. You've gotta use 'em.

you need it?
you got it

Manuals

The Society will be updating and reintroducing helpful manuals (PDF/hard copy) on the critical areas of:

- Recruitment
- Orientation
- Retention

Advertising Tools

- The Society will produce and distribute MP3, CD, VHS and DVD copies of a professionally produced :30 & :60 "U CAN SING 2" radio spot and a :30 TV spot
- The Society will produce and distribute electronic copies of all print ads created for this campaign

Media Lists

- Chapters officers will be repeatedly encouraged to visit the Bacon.Com website and use a special password provided by the Society to build their own up-to-date media lists to supplement the national advertising in the USA and Canada with local and regional advertising.

Lapsed Member Lists

Chapter leadership will be repeatedly encouraged to visit the Members Only page of the Society website to build a list of lapsed members within a XYZ-mile radius of your chapter meeting location to invite them to be a part of our "U CAN SING 2" National Guest Night

Chapters

- Every chapter must take responsibility for creating a chapter meeting program and "welcoming" environment that will inspire a guest to return to another meeting and eventually join.
- Chapters should have someone on their leadership

team focused on Marketing & PR working closely with the Membership / Chapter Development VP to implement the plan at the chapter level

Recruitment

Many chapters encourage their members to bring guests, but few actually offer members any training on recruiting techniques. For us to enjoy a year unlike any other, we cannot continue with a "business as usual" approach.

Orientation

To make for a smooth transition from prospect to membership, chapters need to develop orientation plans that sustain new members into full membership in the chapter.

Retention

Suggested components for success at the chapter level to improve retention:

- Program your chapter meeting with FUN and variety in mind and less predictable. If the same routine is followed week after week, a member may soon get the impression that "I can afford to skip this week because I'm not going to miss anything." If there is variety, members may be less inclined to skip a meeting because they might miss something special. Along those lines, the Society is looking for ways to bring more variety to our conventions to address this very same concern.
- Develop a long-range planning process
- Develop and implement an ongoing orientation and retention plan
- Improve musical proficiency
- Conduct periodic surveys of members and guests to help chapters identify where they are enjoying success as well as areas where they may be falling short



Desperate? Not quite. (Not yet.)
Just determined.

When is it going to be bad enough that you want to do something about it?

When we're down to 25,000 members? Down to 20,000? Down to 10,000?

When we are nonviable, unable to muster the big dollars, manpower and collective will to make a change?

We can do this.

We must do this.

We will do this.

LET'S DO THIS.



We'll help men find your chapter. You'll want their first visit to convince them that it can be the best night of their week. Make sure you've covered all the bases...

Follow this easy chapter readiness checklist

Prior To The Event

- Supply chapter business cards to every member
- Chapter website up and running with current contact information and details about the U CAN SING 2 campaign
- A phone or voice mail number dedicated exclusively to chapter business (Annual cost ranges anywhere from \$120-180)
- Chapter email address
- Media contacts received and utilized
- Secure MP3 download/CD copy of pre-produced :30/:60 radio spot with script for local customization (provided by the Society)
- Secure DVD/VHS copy of pre-produced :30 TV spot to be used when buying TV time or free public service announcements (PSAs) provided by the Society
- PDF download of up-to-date Society documentation on recruitment, orientation and retention (provided by the Society)
- Expect a visit or telephone survey from a chapter counselor or other district or Society leader to assist with this readiness process and evaluate what you need to be adequately prepared

Usual Materials

- A guest sign-in sheet which captures, name, address, phone number email address and how they heard about your meeting
- An adequate supply of guest music binders
- Society materials for handing out to guests
- Overruns of *The Harmonizer* or member copies for review or handout
- Chapter materials for handing out to guests, copies of chapter and/or district bulletins
- Chapter business cards

Specialized Materials

- An adequate supply of "U CAN SING 2" name badges (will soon be provided as a downloadable document from the Society website)
- An adequate supply of "U CAN SING 2" internal and external signage (will soon be provided as a

downloadable document from the Society website) and can be printed at any Fedex Kinkos or similar printing operation.

- A TV monitor or LCD projector and DVD or VHS player with screen or large blank wall space and someone who knows how to operate this equipment
- A copy of the "Singing Is Life" video or some suitable alternative; convention videos, etc.
- A survey to be completed by all guests before they leave with incentives for returning them; perhaps a drawing for some free CDs (will soon be provided as a downloadable document from the Society website)

Venue

- Adequate in size and layout
- Adequate chairs
- Adequate parking
- A comfortable temperature (not too hot or cold)
- Interior "U CAN SING 2" special signage (festive, inviting, informative)
- Exterior "U CAN SING 2" special signage (festive, inviting, informative)

The Night Of The Event

- Greeters on hand to meet guests as they arrive
- An adequate number of riser buddies to be assigned to each guest
- Time in the schedule for quartet activities and/or a performance by a guest quartet
- Time in the schedule for socializing
- Time for rehearsing current repertoire
- Time to run your most recent contest set (if you have one)
- Time in the program for learning a new song, so guests and members are on equal footing

We can do this.
We must do this.
We will do this.
LET'S DO THIS.

