

MRRT Training Outline for Chapters

Many chapters ask us...

“Can you just show us how to get some new members?”

Well, it's not that simple! There aren't twelve magic steps!

Below is a description on how the Keene chapter has recruited and retained large numbers of new members successfully. Your chapter can do it too!

Use and reproduce whatever you like from this outline. Most of all, we hope that this outline will give you new ideas, hope to realize that finding new members is not impossible, and that this outline will inspire renewed enthusiasm for the recruitment and retention process.

***Now... is your chapter ready to develop a
Membership Recruitment and Retention Team?***

This material developed by:

The Keene, New Hampshire Chapter of the Barbershop Harmony Society



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Preparing Your Chapter for a MRRT Team

Is Your Chapter Ready to Grow?

Does your chapter.....

Have a product?

Get paid for shows and singouts? Is it a business? Is it run like one?

Have a board that supports the music side of the chapter?

Have a board that supports the music director?

Have a written chapter mission statement that defines your overall goals and direction?

Have a mission statement that defines the type of chapter and what it strives to be?

Have a mission statement that defines expectations from the music director?

Have a mission statement that defines the music director's musical expectations for chapter members?

Have a mission statement that defines the chapter's philosophy toward competition?

Make the members of the chapter aware and appreciate the mission statement?

Have a chorus director, and the board in sync with the mission statement?

Have a chorus director who is a human relations expert? Always upbeat, positive?

Have a chorus director who shows that he cares about the men?

Have a chorus director who truly understands the barbershop idiom?

Have a chorus director who has a long term, musical improvement plan for the chorus?

Have chorus director whose quartet interests do not usurp his chapter interests?

Have a meeting night free of tension, rancor, ill will, or bad feeling?

Have a meeting night filled with a warm, comfortable feeling permeating the air?

Have a sense of direction and purpose for the night's activities?

Create a positive, happy, uplifting experience that keeps members coming back for more?

Does your chapter sing well enough to attract good singers???

Recruitment

Geographic location is not an issue; creativity is!

Have various members of the new MRRT organization describe their very first night that they showed up at their first chapter meeting (particularly those who were not invited by a friend) : How did you feel? Were you afraid, nervous, uncertain, feel alone? How did or didn't the chapter help you? What made you decide to continue with the chapter?

1. MRRT PROCEDURES

MRRT MEMBERS

MRRT LEADER: (VP of Membership Development) oversees the implementation of the MRRT plan.

GREETERS: Comprised of chapter members who are friendly and who attend meetings consistently. Should also be there no later than 15 minutes before the beginning of the chapter meeting and sooner for organized guest nights.

RISER BUDDIES: Chorus Members, who sing well, are knowledgeable about chapter policies and procedures, are friendly and patient, and presents a good physical image. Riser Buddies should also be members who attend consistently.

INITIAL PROSPECT RECRUITMENT

This should be done by involving all chapter members and can be run using chapter guest nights or any other recruitment program. Members reluctant to ask others to attend should forward the name to the MRRT Leader who arranges for contact.

FOUR-WEEK SYSTEM

This plan covers the procedures for dealing with new prospect over the course of four weeks. On each week, different activities with the prospect will occur and different information will be given to the prospect.

PRE WEEK ONE

In preparation for a guest night a roster can be passed around for chapter members to list names of potential members that they plan to bring. This encourages member commitment to the MRRT process and allows nice, printed name tags to be made up in advance. Prospective members feel very special when their own personal name tag is waiting for them!

WEEK ONE

When the prospect walks in the door, any free MRRT GREETER meets him. The greeter will warmly welcome him and learn his name. He will invite the prospect to fill out the **Guest Book** (See appendix 1) This data is transferred to the **Guest Information Sheet. (See appendix 1)** as soon as possible. Data includes name, address, all phone numbers, spouse/partner's name etc. The MRRT member manning the membership table (located right at the inside of the hall

entry door) or the greeter will fill out a name badge for the prospective member. The greeter should take the prospect around and introduce him to others. During this time, the prospect is **NEVER LEFT ALONE**

Next, all prospects arriving that evening will gather on the risers with their greeters. The chorus director will make the evening's greetings and opening remarks and invite the potential members to join him away from the chorus for voice placement. In the chorus director's absence, the Associate Director will serve this purpose.

While the music director is away from the chapter, the chapter can conduct a business meeting and a warm up. With the prospect group, the director will introduce himself, talk a little about the chapter, ask the prospects about their singing and music experiences, and perform a voice placement checks with them. Several members of the MRRT team will accompany the prospective members and will record this information on the GUEST INFORMATION SHEET.

After voice placement, the music director will return to the chorus and the group will be turned over to a member of the MRRT team to talk a bit more about the chapter as well as show the prospects the "*Singing is Life*" video and answer any questions. Each new prospect will be given a WEEK ONE guest handbook. The information folder includes a welcoming letter from the music director, Society and Chapter mission statements, information about the chapter, explanation of the BHS hierarchy, links to Society, District and Chapter websites, and our weekly schedule. **(See appendix 2)** The group will then be led back to the chorus.

The guests will be led out as a group in front of the chorus and individually introduced to the chorus. The chorus sings to the guests "*Your As Welcome as the Flowers in May*". The guest are next introduced to their RISER BUDDY. The RISER BUDDY is responsible for helping him throughout the evening until the guest departs from the hall. The RISER BUDDY needs to be patient and prepared and must **never leave the prospect alone**. He can help explain where the bathroom is and when and where refreshments are provided. For the guest's convenience, the riser buddy should hold the guest's music notebook and hand the guest individual pieces of music for the first four weeks if the guest would like. During the post-meeting time, he should again have either the RISER BUDDY or a MRRT member with him. Mid-week, the MRRT LEADER or RISER BUDDY should place a follow-up call to the prospect to thank him for attending, inquire how things went, ask if there are any questions, and even offer him a ride to the next meeting.

WEEK TWO

When the prospect arrives for his second time with the chorus, the GREETERS, who should address him by name, will again meet him. He gets his own personal, printed, name tag and the prospective member should be given the following WEEK TWO information to be added to his folder from last week. This information will include the Music Director's Statement and Music Director's Music Policy as well as the chapter officer list. **(See appendix 3)**

The prospect should be rejoined with his RISER BUDDY. The MRRT LEADER should update the GUEST INFORMATION SHEET with the date of the second visit and list all pertinent comments made about the prospect in the notes section of the form. Notes may be entered by the music director and the riser buddy about how the prospect is doing. Again, **the prospect**

should not be left alone. The RISER BUDDY should take every opportunity to introduce him to as many members as possible.

WEEK THREE

Same as week two except additions to information folder to include explanation of dues **(See appendix 4)** This is to include an explanation of the dues system and a breakdown of where the dues go (society, district, chapter). This should be discussed with the prospect in detail so as to answer any questions. The membership fund should also be explained to him as well. ***He should never be left alone!***

The prospect is then again turned over to his RISER BUDDY.

Before WEEK FOUR, the MRRT LEADER will consult with the RISER BUDDY, the section leader and the chorus director to see if the prospect is ready to receive an invitation for membership. **The chorus director has the final say about acceptance or rejection of a prospect. No prospective member is ever offered an application without the chorus director's signature already on the application!** If the chorus director's answer is affirmative, WEEK FOUR commences per plan. If not, then the MRRT LEADER, RISER BUDDY section leader and chorus director will develop a follow-up plan for continued time on the risers, maybe voice training, or a gentle suggestion that the prospect look for another hobby.

WEEK FOUR

The prospect will meet with the MRRT LEADER and advise the prospect that he is being invited to join. If he accepts, he will be given an application form. **(See appendix 5)** If he declines, an inquiry should be made as to why this decision was made and the decision written on the guest information sheet. . He will then be passed along to the RISER BUDDY. **Remember again, he should never be left alone!**

WHAT IF PROSPECT CAN'T AFFORD THE MEMBERSHIP FEE?

We always find a way to help an accepted potential member out financially through donations, private loans, and a membership fund. It is funded with contributions donated by quartets and others. **No one is ever refused membership or membership renewal for lack of money!**

WHEN TO SAY GOOD BYE

In consultation with the music director, the prospect's riser buddy, and his section leader a prospect may be determined to be tone deaf (i.e. can't match pitch). Perhaps more weeks on the risers or voice lessons might help. After every reasonable effort is made, he may have to be told, as gently and tactfully as possible, that it is time to find a different hobby. Perhaps offering him a non singing membership would work. The music director usually performs this difficult task.

It is a difficult thing to have to do, but keeping a prospect on the risers for too long will certainly try the patience and the singing pleasure of the members around him. Saying good bye tactfully might best be handled by the music director or the head of MRRT. The longer the decision is put off, the harder this task becomes for the music director and the more painful for the prospect!

WHO SHOULD **NOT** BE ACTIVE ON THE MRRT TEAM

Certain members of the chorus, whose responsibilities pull them in many directions on any given night, would have a very difficult time staying with their guest. Such people as the president and the music director are constantly being besieged by chapter members for all sorts of information and decisions. However, during free moments, both people should be chatting up guests and making sure that all guests are engaged with other chorus members.

2. MRRT and PR

Potential members will not likely come through the door unless they are invited. A good PR person is indispensable toward attracting new members via press releases, posters and advertising, [\(see Appendix 6\)](#) radio ads and radio interviews, business cards, and a host of other ways. Seeing your chapter sing in public may attract potential member but a written invitation or chapter business card may give them the comfort level to consider walking through the door on a meeting night. Of course, being invited by a chapter member who is already a friend makes the job much easier.

We are incredibly lucky to have a very talented PR person in the Keene chapter who works closely with the MRRT organization. He creates chapter stationary, chapter logos, chapter business cards for all members, chapter posters, and he is a master at artwork and designing membership PR campaigns.

3. Setting Up and Operating a MRRT Night

- A guest night is as much like a regular night as possible with the exception of more food to accommodate the guests, an orientation, and a singing placement test.
- A TV and DVD player should be set up in advance to show the “Singing is Life” film to the guests.
- Guest handbooks should be made up in advance.
- Several MRRT members should accompany guests to the orientation and music placement if there are a lot of guests.
- MRRT Guest Information Sheets for the MRRT files are discreetly filled out during the interview and voice placement test
- The head of MRRT must be at the chapter early to set up membership tables.
- Trained MRRT members must be on hand early to help set up and greet guests.

- Membership table(s) should have Division and District chapter awards, and other BHS PR on it.
- There should be plenty of name tags on hand; preferably preprinted in plastic holders.
- Incoming guests should sign a guest register to include: name, address, e-mail. address, home and business phone, and wife's name.
- Name tags, if not preprinted, are filled out by a MRRT member to insure legibility and large letters.
- Each guest has a membership file begun on him.
- Each guest gets his own Guest handbook.
- There should be plenty of music score folders/notebooks for all.
- Suggest that MRRT members hold the music notebooks for their guests. They are heavy! Give the members the sheet music as they need it.
- Extra chairs and riser space planned for guests.
- A MRRT member needs to be handy and in sight of the entrance to discreetly jump off the risers if a guest should arrive late.

4. Selecting Riser Buddies

Selecting riser buddies for guests is never arbitrary! Guests are usually assigned by the music director to MRRT members in the appropriate sections. The riser buddy selected is based on the buddy's barbershop experience, age, personality, and disposition. As much as possible, we try to match guests with chorus section members who are the most compatible.

5. Grabbing Them Off the Streets

Remember, all chapter members are recruiters! They need to be reminded of that often and trained on how to let strangers know about the wonderful hobby of barbershop. Everyone needs to learn how to engage strangers and get them interested in our hobby. (Run a two-person skit to show them how it's done)

The idea here is to show members how to segue a conversation into talking about your favorite hobby! The team will always follow up leads!

*The super secret to getting new members: **the Yellow Pages!** The book has countless ideas for barbershoppers to contact after family and immediate friends have been exhausted! Make a check-boxed list based on the topics in the Yellow Pages **(see***

appendix 7) to give to all members. Ask them periodically if they have contacted anybody on the list.

- The efforts and interest of the chorus to continue to recruit may flag over time. The chapter could create all sorts of incentives.
- The biggest incentive: Explaining to others how much you love your hobby and what a gift it would be to friends and acquaintances.
- Chorus members need to be trained to be aware that any man that they meet in any circumstance is a potential member.
- They need to be trained to keep the potential for a new member in the forefront of their mind when they are out and about.
- They need to learn how to ask strangers to join the group without feeling self-conscious.
- Always have guest nights directly after shows!
- Always have a pair of guest nights back to back. "I can't make it" becomes less of a problem.
- Keep guest night formats as close to a regular night format as possible.
- Ask every chorus member personally to commit to bring at least one potential member every year.

6. Review

- There is no magic formula to finding new members!
- All parts of your chapter should be pulling in the same direction.
- All of your members, including your music team, membership team, and your PR person should all be working together to promote recruitment.
- Your membership team should be well trained with periodic reviews.
- The MRRT leader should spread around his tasks so that he doesn't try to do it all by himself!
- Membership guest nights occur at least as often as right after shows and with the changes in musical seasons.
- **You got this idea - yes? Guests are never left alone!!**
- All members of the chorus have business recruitment cards.
- The whole chapter is a recruiting tool all the time!
- No membership is ever refused for lack of money!
- Chapter members need to keep recruiting in the forefront of their minds as much as possible.
- Everyone commits to one member a year.
- Prospects who cannot sing are gently informed in a timely fashion.

(Continued on page 9)

Retention

Retention is a proactive approach to try to help a member deal with his problems both inside and outside the chapter so that he will not feel a need to leave the chapter permanently.

The Goal:

The Goal is to try to prevent members from wanting to leave the chapter by constantly staying aware of their needs and concerns through communication and feedback.

Why Members Leave

1. New, First Year Member Issues and problems

The Society has determined that nearly half of all new members leave within their first year. Therefore, this is the most critical group and time to be aware of, to watch, and to communicate with these new members.

New members can quickly become “lost” members if their needs are not being met or their problems are not being solved. Some things that might contribute to their desire to leave might include:

2. What We “Might” Fail to Tell Them When They Sign Up for Membership!

- **Uniform costs.**
- **Finding time to learn the music or meet the music-learning timeline.**
- **Relearning how to sing in the barbershop style.**
- **Making new, additional time commitments for rehearsals and singouts.**
- **Additional time commitments for shows and competition.**
- **Additional, seasonal time commitments such as a Christmas show, Valentine’s Day, etc.**
- **Additional time commitments to sell ad space for show program or yearbook.**
- **Additional time commitments to sell show tickets.**
- **Additional time commitments for competition.**
- **Additional time commitments for board and committee work.**
- **Not happy with voice placement (Bass, bari, lead, tenor).**
- **Too much talking, not enough singing.**

3. Other First Year Issues

- Does not know who to see about problems.
- Feeling overwhelmed by the amount of music to learn.
- Feeling incapable of learning the barbershop style.
- Personality conflicts with other members.
- Feeling isolated/excluded (no one checking up on them or shy).
- Feeling lost in such a large group; not fitting in.
- Questioning his own voice or singing ability against what he hears around him.
- Overwhelmed/ feeling stupid for not knowing the barbershop jargon.
- Not happy with riser placement.
- Not happy with riser neighbor.

4. Multi-year Member Issues and Problems

Ongoing, particularly older, multi-year members may have issues and problems too:

- Age-related memory issues (Alzheimer's).
- Health issues.
- Extreme old age.
- Divorce (moves away).
- Job change/loss (moves away).
- Passes away.
- Age related hearing issues.
- Too far to travel (especially at night for older members).
- Inability to change with changing chapter evolution (wants things to stay the same).
- Unhappy with chapter philosophical changes (competition vs. non-competition).
- Unhappy about chapter evening program changes (wants more competition preparation time, etc.).
- Unhappy about changes in music learning-time requirements (more difficult music).

- Not happy with change in director or director style/ability.
- Personality conflict with other chorus members (egotistical, tactless. etc.).
- Financial problems (money/dues issues).
- No longer fitting in: Age or personality related.
- Unhappy with music evolution (singing more “modern” songs).
- Burnout from chapter leadership duties (board duties).
- Feeling lost/overwhelmed (particularly much older members).
- Feeling isolated.
- Personality issues that may come out over time.
- Feeling unappreciated (particularly older members).
- New family conflicts for time (new baby arrives, more job responsibilities).
- Significant other not supportive of the barbershop activity.
- Unhappy about chapter management issues (how the chapter is run).
- Not happy about the direction that the chapter is headed.
- Too much talk, not enough singing.
- No challenge or change in the chapter activities.
- Not being asked to be in a quartet.
- Being asked to leave a quartet.
- Burnout from too many singouts and extra chapter activities (ticket sales, advertising sales, more than one show, Valentine’s Day sales, competition preparation, board, etc. etc. etc.)
- No change in songs (Keene learns at least a dozen new songs per year!).
- Wives not acknowledged/included in many chapter activities.
- Failing to continue to have fun (same old same old).
- Chapter getting too big (feeling lost in the chapter).
- Chapter is failing (needs are not being met).
- Timing/organization of a meeting night.

5. All-Chapter Issues

- **Poor or incompetent chapter leadership (management and/or director)**
- **Forced to change chapter meeting place.**
- **Director leaves.**
- **Factions within the chapter divide chapter**
- **Egotistical director**
- **Egotistical board or president**
- **Musicality never improving (no musical plan or chapter commitment for musical improvement).**

The colors?

Out of 68 items above, 26 can be fixed, 36 might be fixed and only 6 can't be fixed! **Can you think of any others?**

The biggest excuse of them all: "I don't have the time."

We always make time for the things that we love to do the most. Every chapter member has many choices of things to do on any given meeting night. We have to strive to make the chapter meeting night his first choice!

6. Dealing With Senior Member Issues

A long-standing, Keene chapter policy has been to let our most senior members stay on the risers as long as they feel that they are able. Though some of them may affect our quality of performance, we are very willing to keep them on the risers; even in competition. We feel that all of their past years of support, leadership, and help far outweigh the limitations that their age may bring to their performance ability. That said, there are still things that we can do to help them stay on as productive members:

- Make sure that they can still hear properly.
- Suggest hearing aids.
- Work with their audiologist to balance hearing aids for singing.
- Have safe seating on the risers.
- Help provide transportation for them to singing engagements and chapter meetings.

- Continue to make them feel welcome as esteemed members.

7. New Members and Competition

- Our newest members, if they know the words and music well, are never refused to go to competition no matter how new they are. We have had new member for one week in competition.

8. When All Else Fails: The Exit Strategy

- We absolutely need to know the reason for a member leaving so that the trickle of lost members does not become a deluge!
- Contact member to find out why he really feels that he has to leave.
- Ask him what we should have done to make his experience more successful.
- Ask him if we may contact him in the future.

9. Members Who Leave For Reasons Beyond Their or Our Control

- Keep track of them.
- Stay in touch with them.
- Revisit their issues again within six months and invite them back!

10. Keeping ALL Members Beyond the Recruitment Month

Look, Listen, Ask, and Communicate

LOOK at all members frequently. LISTEN to or about them carefully. ASK about them often and COMMUNICATE with them regularly!

- **LOOK TO SEE IF THEY ARE STILL HAVING FUN!**
- Look at how they are acting/appearing both on and off the risers.
- Look to see if they are hanging around, off risers, with anyone or as part of a group, VLQ, or quartet.
- Look to make sure that they are never off alone by themselves while off the risers. If so, invite them back into the group.

- Listen for voice patterns that indicate how they are feeling when talking to them (happy, enthusiastic, bored, sad, angry).
- Listen for any “scuttlebutt” you hear about a member.
- Listen for what other members may be saying about a member.
- Ask members if they are enjoying their barbershop experience.
- Ask members what can be done to make their experience even more fun.
- Ask if they are having any problems with learning the words, music, or the barbershop style.
- Ask members about any rumors that you might have heard (very tactfully!).
- Ask members to get involved with managing chapter activities (“It’s easy to leave a group but it is hard to leave a family”).
- Ask older members for their multi-year perspective on chapter issues.
- Communicate with the members frequently.
- Communicate with older members so that they don’t become just a part of the woodwork.
- Communicate your findings to all of the other MRRT members, the president, and the music director.

11. Keeping them on the Risers

- The MRRT effort must be proactive; not reactive!
- If we learn about their problem the night that they walk out the door, for the last time, then the MRRT team has failed!
- The team must always be informed!
- The team must be constantly seeking information!
- The basic MRRT questions to ask all members are:
- Are they having FUN every night?
- Are they enjoying the music direction?
- Are they enjoying learning the singing? (Any problems with word and music memorization or learning the barbershop style?)
- Are they enjoying the fellowship?

In General, what can we do to make their chapter experience even better? (Ideas for change).

12. MRRT Retention Team Element

FOREWORD

History has shown that most members who leave the chorus do so within the first year of becoming a member. There are a host of reasons for this, most of which are within our control to manage. These reasons can include lack of being challenged, becoming too involved (burned out) within the organization, singing part is not enjoyable, doesn't get along well with another member, etc. These are all issues that can be corrected if discerned by the chorus management and corrected before the member quits. Other issues such as pressure from home, work schedule, time commitment, and moving from area are reasons that are more difficult to counter.

The Retention Element of MRRT provides a tool for tracking each new member through his first year until he renews his membership. In this process, each member of the MRRT teams becomes responsible for maintaining awareness of the member's participation in weekly meetings, sing outs, shows, competitions, and social events as well as conducting periodic, informal discussions with him.

ASSIGNMENT:

Each new member will be assigned to a member of the MRRT team for tracking and reporting. Care should be taken to assign the best person for coverage; this will be based upon singing in the same section, singing in the same area of the chorus, similar ages, occupations, temperaments, interests etc. This person then becomes the mentor for the new member. It may be wise or necessary to change this assignment periodically through the year.

TRACKING:

A .pdf '(or similar) file will be generated that allows for data collection and review by each member of the MRRT Team. The chapter secretary (or person responsible for keeping chorus attendance) will update the file each week for all meetings, sing outs, concerts, competitions and chapter-sponsored social events. The mentors and the MRRT Team leader will review this data regularly.

MRRT trackers must be gentle, easy going, caring people who relate with people easily. They must be able to put people at their ease and convey the attitude of wanting to improve the member's barbershop experience within the chapter.

13. Keeping Track

Weekly

- Train MRRT members to set up the membership and awards tables on a rotational basis.
- If you are not available for setup, call a substitute MRRT member in advance to do the job.
- Assign rotating weekly greeters; could be same as setup person/MRRT table manager.
- Check with Secretary to see who has missed two meetings. Call them or ask others why.
- Keep a log of the call so that any MRRT can check the status of the member.
- All MRRT members should always be on the alert to intervene for any immediate problems both on and off the risers:
 - Angry, harsh outbursts or reoccurring disruptions.
 - Angry gestures.
 - Anyone suddenly leaving the risers or the meeting in anger or distress.
- Immediate problems should be handled, if possible, away from the rest of the group.
- Sympathy cards (and maybe a phone call) should be handed out and signed by all for illness/death situations within the chorus family.

Monthly

- Assign and task MRRT members to contact each new member to see how they are feeling about their barbershop experience during the first year. Face to face is best: e-mail or phone is better than nothing.
- Record result of monthly “interview” in the MRTRT Membership logbook or MRRT .pdf file.

Quarterly

- Assign MRRT members to all multi-year members for contact.
- Record result in membership logbook or .pdf file.

Yearly

- Have training, retraining, and update MRRT team assessments.
- Have a MRRT party for a job well done.

14. Conducting Tracking Interviews With Chapter Members

MRRT trackers are assigned to members based on maximizing compatibility. Matching members by age, geography, disposition, interests in common, hobbies, past-life's experiences, and friendships will go a long way toward a successful interview.

Points to Remember When Interviewing

- You are ***checking in with***, not checking up on members! Tell them so.
- Maintain the feeling of the chapter as family.
- Develop "opener topics" to ease into the interview. It should be seamless.
- Ask open ended, not leading questions.
- Be upbeat and positive.
- The questioning will evolve as the interview progresses.
- As a mentor, know something about member's life to ask probing questions.
- Channel answers through the MRRT Leader.
- Record the interview to a written, MRRT membership file or .pdf file on computer.
- Check in with first year members assigned to you twice a month for the first year.
- Check in with longer term members once a month.
- Checking in with members in person is always best.
- The interview process should be evolutionary with each member.

15. Final Overall Thoughts

- There are no quick fixes for finding more members.
- Build your team and its efforts over time. Effort = Results.
- Good sounding chapters attract good singers and, potentially, good leaders.
- Poor sounding chapters attract poor singers.

- Recruitment and retention go hand in hand.
- It is difficult to recruit new members if your chapter leadership, music program, and PR efforts are in disarray or non-existent.
- The population density of your local geographic area has very little bearing on your recruiting success.
- Your chapter's geographic location has little to do with your success in recruiting
- Recruitment must be proactive and it is the responsibility all chapter members.
- There are many reasons why a member may leave a chapter. Few are beyond the chapter's control.
- Retention requires the constant checking in with members to learn about their needs or problems.
- If you learn about a problem as a member is walking out the door for the last time, you are way too late!

Thanks for joining us to learn how to create your own Membership Recruitment and Retention Team!

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