

Club Membership Drive

Guidelines

Background:

The scheme is based on a co-operation between a specific BHA Club and BHA for the promotion of men's barbershop in the community and for the generation of new Club members for the selected BHA Club. Following the programme will provide a promotion of men's barbershop singing for the individual Club over a period of two (2) weeks leading up to a weekend sing out over two days at a local major Shopping Centre/s or a Mall/s where the public will be encouraged to listen to, participate and get involved with barbershop singing. During the weekend the participating Club will actively promote membership of its chorus and provide both a membership welcome and "learn to sing" opportunities for interested participants.

BHA will:

- 1) Provide guidance for the Club on recommended membership drive techniques, and the marketing tools required for the job. BHA has the Plan...!
- 2) Assist with the engagement of a PR consultant to generate the media coverage required to raise awareness of barbershop singing and promote the special weekend's singing activities. This will be a compact programme spread over the two weeks leading up to the selected "weekend".
- 3) Liaise with the Club's executive and appointed "Event Manager", providing guidance and support as required to ensure that all required work is complete within the scheduled time line.
- 4) Work with the Event Manager and PR Consultant to personalize the PR programme to best advantage the Club and the goals of the programme. The Club will need to provide the PR Consultant with basic Club information, photo's etc., plus any other specific needs their project requires.
- 5) Liaise with the Event Manager to ensure that the Club has all the marketing tools required to progress the programme and that these are available as required. Further, that the Club has in place the necessary follow-up facilities and procedures to ensure no willing participants slip through the cracks.
- 6) Work with the Club's Event Manager over the weekend to ensure all aspects of the programme come together as planned.
- 7) Provide detailed guidelines for an approved "Learn To Sing" programme if the Club requires this, or if the Club's own programme is considered inadequate by BHA's V.P. Music, Alex Morris.
- 8) Follow-up the programme and monitor the results with the Club Executive and Event Manger to ensure the results of the programme are maximized for the Club and BHA.

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The Club will:

- a) Commit to following the “Plan” and working closely with the BHA representative to ensure the goals of the Club and BHA are maximized.
- b) Agree to communicate closely with BHA on all matters related to the programme and appoint an **Event Manager** to co-ordinate all Club activities and responsibilities related to the programme.
- c) Agree to appoint and liaise with the PR Consultant and provide all material required by the PR Consultant in a timely manner. As some performances may be required during the two week promotion, i.e. radio or press appearances, then singing commitments may be necessary to promote barbershop and the Club.
- d) Agree to procure any promotional items designated as necessary by the BHA VP Marketing, e.g. promotional cards, banner, select signage, leaflets, etc. The Club accepts that there may be some expense involved in procuring these items, and agrees to cover the cost.
- e) Approach and continue to liaise with a local major shopping centre setting up the promotional weekend, and assisting the PR Consultant and Shopping Centre Management to maximize public awareness of the “Event”.
- f) Schedule performances with the selected shopping centre for the weekend in question and ensure the venue is appropriate and has the required facilities suitable for chorus and quartet performances.
- g) Put in place a performance package, say 15 -20 minutes in length, perhaps including a quartet, that can be repeated several times over the weekend. Performances are envisaged for Saturday a.m. and p.m., also Sunday a.m. and p.m., plus perhaps Thursday evening if this can be accommodated?
- h) Provide helpers before, during and after each performance to move amongst the crowd passing out leaflets and Club business cards promoting the Club, rehearsal venue and times, contact point, etc. The Event Manager to build a list of interested participants generated from the performances.
- i) Put in place an approved “Learn To Sing” programme, or if the Club’s own programme is considered inadequate, utilize the BHA Learn to Sing Programme to provide interested prospects with an introduction to barbershop singing.
- j) Welcome prospects to the Club’s rehearsal venue and offer the opportunity to participate in the Club’s “Learn to Sing” programme, provided at no charge and commencing the week following the promotional launch.
- k) Institute a follow-up programme at the Club, with potential new members assigned to “Buddies/Mentors” to support the learn to sing training in the following weeks.
- l) Convert as many prospects to Club Membership as possible and report the results to BHA, liaising with BHA Marketing & Development to refine the programme and maximize results for the future.

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