

MEMBERSHIP MARKETING

As 2014 gets underway we can look forward to an exciting year of further building our craft for Australian singers. Your BHA Council is committed to providing the support your Club needs to maximize the development of both our music skills and the membership of BHA...

Chasing new members for your Chorus?

Well how many of the boxes below can your Club tick:

- A big banner you can hang on a roadside somewhere busy.
- Business cards, or even better, postcards.
- Flyers for handouts or letterbox drops.
- A Press Release about to go out to local media, papers and maybe radio.
- Is your website up to date, all calendar references and contact details?
- Have you considered a website upgrade, when was it done last, it's inexpensive
- Do you have "Learn To Sing Programme ready to launch?
- A sing out at a local shopping centre or mall scheduled for March.
- An open night set for one of your April Rehearsals
- A public performance in the first half of 2014, anywhere qualifies.
- A community service performance, nursing home, or a hospital, etc.
- Someone briefed to approach and welcome any visitors to your rehearsals.
- A welcome pack to hand out those interested.
- A sign to display near your rehearsal venue each time you're there.
- All your members focused on chorus membership development.

If we can help regarding any of the above, then please contact me anytime at:

marketing@barbershop.org.au

Best wishes,

Keith

Keith Thornton
V.P. Marketing & Development