

MEMBERSHIP CLASS

AGENDA

MEMBERSHIP RETENTION

(SAVE, SAVE, SAVE)

Getting Back to Basics

Brainstorm:

Why are your members leaving?

Which reasons are beyond your control?

Which reasons can we do something about?

Does Membership Chair have a copy of the “Ready, Set... Grow Manual”?

Do your Chorus members receive a written information sheet about chorus activities each week?

Keys to Member Retention

Having the right people in the right job with the right attitude

Positive interaction between chorus management and members

Having a Rookie coordinator for the first year of membership

Sprinkle in as much fun as you can while still learning your craft

Identify members who want to socialize more and organize it outside of chorus

Positive reinforcement (encourage each other)

Musical growth

Give every member some responsibility

Review costs. Are they as manageable as possible?

Recognition programs

For the future of your chorus, please seriously consider all of these ideas and implement as many as you can. What are you going to do about member retention when you leave here?