

**LEADERSHIP ACADEMY
MEMBERSHIP TRACK**

**DIXIE DISTRICT
JANUARY 9, 2021**

MEMBERSHIP/CHAPTER DEVELOPMENT

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DISTRICT MEMBERSHIP VP'S

Dixie District Membership VP

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TOPICS TO BE COVERED

Recruiting

Orientation

Retention



MEMBERSHIP

**What is your Membership
job in the chapter?**



MEMBERSHIP VICE PRESIDENT

Oversight of the following functions and activities:

Recruiting

Orientation

Retention

Customer Service Manager

Chapter Health Officer

Guardian of Fun



RECRUITING

When should you recruit?

Is your chapter ready to recruit?

Do you gain members only by recruiting? Asking strangers to join you?

What if we substitute the word “attract” for “recruit”?

Attracting new members will more likely ensure chapter growth than merely recruiting new members.

RECRUITING PROGRAMS

The Society Website is one of your greatest resources, especially the DOCUMENT CENTER. Get to know it well!!!



RECRUITING

A few things to think about in planning recruiting activities... questions often asked by your peers.

How to attract younger singers when our average age is 65 plus?

How do old men recruit young men?

How to sell to younger men?

RETENTION

Retention starts from the very first minute.

Keys to gaining and keeping members:

- INFORM
 - INVITE
 - INDUCT
 - ORIENT
 - EDUCATE
 - INVOLVE
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PRIMARY HUMAN NEEDS

- **Security** - Security is the need to feel safe, to feel assured that they know what is going to happen, to know ahead of time what the plans are
- **Adventure** - Adventure is the need for an adrenaline rush, to have new experiences, to travel, to have BIG experiences, to have drama in their life,
- **Freedom** - Freedom is the need for independence and spontaneity. It is also the need to have choices and to feel in control of making those choices.
- **Exchange** - Exchange is the need to trade information and knowledge with others, not just to mingle or socialize, but to deliver and receive something of value.
- **Power** - People with a need for Power need to be in a position of authority and responsibility.
- **Expansion** - Expansion is the need to build something, to add onto, to create an empire, to expand horizons, to go where no one has gone before
- **Acceptance** - Acceptance is the need to accept yourself and be accepted by others. This includes a feeling of belonging
- **Community** - People with a need for Community like having people around.
- **Expression** - Expression is the need to be artistic, to be seen, to be heard, to be felt.

Each of us has 3 of these as primary needs. Satisfying 3 through membership in your chapter will keep them members of your chapter

RETENTION

When we satisfy the needs of the member, he will more likely stay with the chapter.

Chuck Greene's "Compellingly Attractive Chapter Meetings" addresses this in detail.



ORIENTATION


Basic new member induction processes

What is the value of Orientation? What impact will it have?

How many chapters have an on going orientation program?



ORIENTATION IS THE KEY TO RETENTION

- Tells the prospect what he is joining
 - Places him on an equal footing with the chapter members
 - Offers a chance to become fully engaged more quickly
 - Encourages him to share new hobby with friends
 - Gives him a “Barbershop Boot Camp”
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SO, WHAT DOES HE NEED TO KNOW?

His voice part

Chapter organization

Chapter activities

Schedule of chapter events

When he can sing in public

Chorus Qualification procedures

Chapter history

Financial/Time Commitments



SO WHAT DOES HE EXPECT IN RETURN?

How do we know what our prospect or new member is looking for?

ASK HIM...THEN... Listen!

Two ears – one mouth... coincidence?



SUCCESSFUL ORIENTATION PROGRAMS

“Honesty is the Key to a Good Program”

Tell it like it is...

- Don't promise things that are not possible.
 - Don't paint pictures that are not accurate.
 - Have a written process or procedure and follow it.
 - Provide hand outs about the Society/District/Chapter/Chorus/Quartets.
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- ◆ Provide opportunities to bring new members up to speed within the chapter as quickly as possible, without sacrificing the integrity of the group.

WHAT ELSE IS THERE?

District/Society History

District/Society Schools

District/Society/Conventions & Contests


District/Society Services

Publications



INGREDIENTS OF A GOOD ORIENTATION PROGRAM

CHAPTER - Week 1

- Brochure or flyer about the Chapter
 - Vision/Mission Statement and Goals
 - History
 - Performance Requirements
 - Attendance Requirements
 - Dues Program (Chapter – District - Society)
 - List of Chapter Officers and Committee Chairs
 - Chapter Web Site, Facebook Page, Twitter feed, email groups etc.
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INGREDIENTS OF A GOOD ORIENTATION PROGRAM


District - Week 2

- Brochure or flyer about the District
- History
- Music Education Programs
- Events Schedule
- List of District Officers
- District Web Site

Contact your District VP of Marketing & P.R. if you need more information about your district.

INGREDIENTS OF A GOOD ORIENTATION PROGRAM

The Society - Week 3

- **Brochure about the Society**
 - **History**
 - **Code of Ethics**
 - **Music Education Programs**
 - **Events Schedule**
 - **Society Web Site**
 - **View Society Videos**
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INGREDIENTS OF A GOOD ORIENTATION PROGRAM

Chapter/Chorus Expectations - Week 4

Attendance Policy

Chorus Rehearsal Preparation

(Words, Notes, Stage Presence..)

Riser Discipline

Financial Commitment (*in addition to dues*)

WHEN IS ORIENTATION FINISHED?

Do you keep your members updated...???

- Schools & Clinics
- Other Chapter Shows
- Conventions and Contests
- New websites of barbershop interest
- New Society and District Programs
- Outside Chapter Coaching & Vocal training
- Chapter newsletters

Orientation should go ON and ON and ON!

FINAL QUOTE

From a long time barbershop leader

“You don’t necessarily get good singing from big chapters, but you do get big chapters from good singing”.



WHAT ELSE IS THERE?

www.Barbershop.org

- Document Center

Staff

- Most membership issues handled by Music Staff

District VP Membership – Steve Callahan

www.DixieDistrict.org/

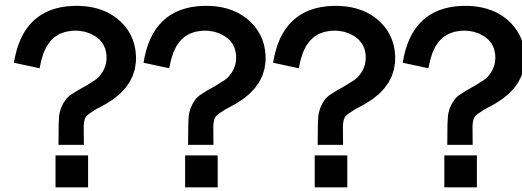
Leadership Academy Faculty –

- Me



WHAT DID WE MISS?

Questions unanswered?



It's your chapter!
2021 is your year!
Make it your legacy!

