

ATTRACTING YOUNGER MEMBERS

- I. Objectives
 - A. Specific ways to attract women under 40
 - B. Create a contemporary "feel" in your chorus
 - C. Encourage younger women to stay involved
 - D. Flexibility for maximum retention

- II. Things you can do to target younger members
 - A. Youth outreach programs
 - B. Song selection
 - C. Costuming
 - D. Hair
 - E. Make-up

- III. Creating a contemporary "feel"
 - A. Song selection
 - B. Riser chat
 - C. Clique prevention
 - D. Equal standards
 - E. Social events

- IV. Encouraging younger women to stay involved
 - A. Finances
 - B. Attendance expectations
 - C. Song selection
 - D. Life goes on
 - E. The current youth culture

- V. The maximum retention environment
 - A. Small group discussion
 - B. Q&A

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"One is not born a woman, one becomes one."

-Simone De Beauvoir, French philosopher and writer

"Through our children we have a kind of spiritual reprieve."

-Edith F. Hunter, American Writer

"If you obey all the rules, you miss all the fun."

-Katherine Hepburn, Actress

"If you want the rainbow, you gotta put up with the rain."

-Dolly Parton, Entertainer

"Respect is appreciation of the **separateness** of the other person, of the ways in which he or she is unique."

-Annie Gottlieb, American Writer