

Seven Areas of Distinction in Member Retention

1. Chorus rehearsal environment
2. Expectations and goals
3. Growth opportunities
4. Recognition and Awards
5. Organizational culture
6. Relationship with director and chapter leaders
7. Relationship with peers

Retention Plan - Keep *All* Your Divas

- Develop a “rookie program” to help new members catch up
- Keep track of members not attending regularly
- Discover skills and abilities and match to jobs needing doing
- Reach out to riser buddies
- Plan activities to encourage participation in a positive and enthusiastic manner
- Reward positive attitude and enthusiasm
- Develop a leadership training program and use it
- Encourage the director to be enthusiastic and passionate
- Foster an atmosphere of guilt-free membership
- Have open dialogue with *all* members (prospective, new, seasoned)
- Conduct non-threatening exit interviews
- Have a member retention program and sell it to chorus
- Have the director be the champion of the program
- Have a Big Sister Program
- Send chorus bulletins to inactive members, keeping interest up and the door open
- Remember membership is about the people, not programs and strategies