



WRITING A MISSION STATEMENT

The Director's vision and descriptive words...

- Energetic
- Contemporary
- Cutting Edge

What the Chorus considered important...

- Loving friendships
- Fun
- Sharing the joy of barbershop harmony

Things they both felt were necessary...

- High standards of musical excellence
- High standards of performance skills
- Remaining award-winning
- Promoting personal growth and education
- Striving for professionalism

Mission Statement

"_____ " is a dynamic award-winning chorus, dedicated to musical excellence and sharing the joy of four-part harmony through cutting edge performances. We encourage camaraderie, confidence, and community relations, and are committed to education, high energy, and the magic we create in every exciting performance.



DISCOVER YOUR IMAGE!

**Strive to achieve the two components that will help you reach your goals. They are...
"MUSICAL EXCELLENCE and a STRONG POSITIVE IMAGE"**

Why do you need an image?

- You only get one chance to make a first impression.
- To attract singers with similar expectations and goals.
- To set yourself apart in a strong positive and consistent way.
- You are not only representing yourself but also your quartet, chorus, region, country, organization, and me!

How do you promote it?

Your Name...The first thing we hear.

- "And now ladies and gentlemen I'm happy to introduce..."
- Is it memorable, professional, and timeless?

Your Costume Design...The first thing we see.

- Not only what you wear but how you wear it. How is your attention to detail?
- Let's not forget makeup and grooming.

Your Music Selection...The strength and style.

- Not only what you choose to sing, but how you choose to sing it.
- Would your audience hope to hear it again and again?

The Visual Plan and Execution...Your entertainment value.

- When the music reflects your style the visual plan will too.
- Are your performances always entertaining?

The Director and Emcees...The connection with the audience.

- After the director your emcees are the most apparent representation of your chorus and its image.
- Emcee material and every chorus members' comments has a powerful effect on your image, both on and off the stage.

Your Publicity Material...The lasting impression.

- Logo, business cards, brochures, stationary, flyers, and name tags should clearly reflect the image.
- A professional approach is always recommended.
- A Mission Statement that is attractive, honest, and inviting.

How do you keep it strong, positive, and contemporary?

- Your energy, enthusiasm, and positive attitude.
- Participation in the community and Sweet Adeline events.
- Be prepared to distribute publicity material at all times.
- Check annually to make sure it remains positive and contemporary.
- Discuss it often and keep new members informed of its importance.