

1. Divas Wanted – successes and challenges

2. Real Women, Real Harmony, Real Fun campaign

What could improve an internationally-driven membership campaign?
Discuss in pairs.

3. Tools to Help

Members Count Toolkit (abridged and full)

Chapter Guide

Commercial texts e.g. “creating customer evangelists” by Ben McConnell and Jackie Huba; “The Starbucks Experience” by Joseph A. Michelli; “The Tipping Point” by Malcolm Gladwell

On-line materials available through SAI

Diva Dialogues

Other ideas?

4. Positive aspects of bringing in new members

5. Challenges

6. How to help new members fit in sooner

7. How to prevent boredom/dissatisfaction/disconnection in seasoned members

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