

# Suggestions for Growing & Strengthening Your Chapter

## Data Collection

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- Each Event is an opportunity to collect emails, phone numbers, addresses
- Have a sign-up sheet in each program to be included on the mailing list for upcoming events
- Place this list in a separate group other than the membership list to monitor and send different targeted messaging.
- Have a Membership Director or Team to develop and maintain new membership initiatives
- Invite them to upcoming event, pepper them with reasons to join the guild, make sure they know they do not need to be isolated to an organ professional we welcome everyone who loves the organ and who loves music!

## Constant Contact and Communication

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- **Weekly** reminders for each concert
- Local Newspapers, City Weekly's – establish local relationship's connections to ensure events are posted in mass publications
- Send Monthly Newsletters – via regular email
- Deans should send a monthly newsletter or note to the guild no later than the first week of every month discussing past and future events and relevant topics
- Use Vista Print to send post cards as reminders for each event, its cheap & professional
- Posters, Stationary, Banners etc., help build your brand and create consistency with messaging

## Involve Everyone in Planning, Decision Making & Delegation

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- The more inclusion the better cooperation and better response
- The more people you involve the more people with show up!
- Choose / elect people to positions on the board who are good at marketing, business manager, social media, good musicians
- Place the individuals where their strengths are

## Social Media

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- Have an updated relevant Facebook account
  - Create an event for EACH of your chapters events and send and share
  - Have a Budget for FB marketing to share the events
- Have an updated relevant chapter hosted website
- Have an updated relevant Twitter account
- Have an Instagram account
- Have a Youtube page where you can make and share videos of past and upcoming events.
- Encourage people to “SHARE” and “Like”

- Have a share and like button for Twitter, FB, Pinterest, Instagram, Youtube on all electronic pages

### **Collaborate with local organizations as much as possible**

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- Local Piano Chapters are golden opportunities of potential new members and future organists, invite them to participate and play in AGO events – Cross Pollenate calendars and resources
- Any music organization, arts, dance etc
- Any art related chapter is an opportunity for collaboration

### **Practice Fiscal Responsibility with Programing**

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- Expensive Concert Artists are not always the best return this is not to say they are not necessary they just need to be planned strategically.
- For example, have 4 or 5 events that are local artists involved complimentary and build to a major artist.
- The thinking as well is to build reserves for larger and higher quality events for following years.

### **Keep attendance records**

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- Keep Track of Costs of Artist and the Attendance turnout for ROI
- Determine historically what events were most successful to plan the following years programming.
- Use this information to plan next year's concerts by only use those that were profitable OR draw the most people.

### **Go out into the community**

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- ART Festivals
- Craft Festivals
- Music Festivals
  - Pass out flyers
  - Set up a booth or card table
  - Have a signup sheet for free CD giveaway in order to collect emails, names & addresses
  - Have musicians singing / CD's playing

### **Have a Chapter Scholarship Program**

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- Drive new students with Scholarships, Attract new members and Donations
- Encourage winners to play at chapter events
- Encourage local organizations to sponsor
- This involves Local piano, organ teachers to invite their student into the guild.

## **Social Meetings / Gatherings**

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- Chapters grow stronger with social gatherings and meetings and dinners – these are not relegated to a church boardroom.
- There is not much chance of relationship growth when attending concerts
- More opportunity is available with Christmas parties, Member Soiree's, Pre-post Concert
- Invite AGO HQ or regional councilors to give speeches or talks and use this opportunity to mingle, learn and show more value in membership of the ago.
- Dinner gatherings with a visiting artists are great opportunities to build friendships and strengthen chapters.

## **Each one of us has a network of friends, family & acquaintances**

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- Forward your AGO invites to these individuals even if you don't know for sure they are interested in organ, they may be interested in music
- EACH ONE REACH ONE
- "Be sure you bring at least one friend to each event"

## **ONCARD / Or Membership Software**

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- Go into ONCARD. Research the "Cancelled/Lapsed" memberships; put them onto a mailing / email list to invite them to re-join
- Our chapter had a resource of 173 members basically in purgatory statuses...
- Email them anyway regardless of reason for non-renewal

## **Programs**

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- List upcoming season events on the back of ALL programs
- Don't assume everyone is a member
- Have info about the guild and what we do for the community and why they should be part of our organization.

## **Programming**

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- Diversify Diversify Diversify
  - Get Creative with multiple instruments Organ Plus Piano, Violin, Harpsichord, etc...
  - Don't be stagnant with organ only events
  - Don't play stagnant uninteresting programs, be thought provocative, exciting challenging

## **Year Book**

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- Have a printed chapter year book
  - This is a LARGE source of Advertising revenue for the local guild to fund initiatives

- Use as a Resource
- Use as a Chapter Calendar
- Use as a showcase for organ builders, local music festivals, series events etc...

### **Practice "An Open Console Policy"**

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- When appropriate, people when they are on fire the most for an organ is at an organ concert....after the crowd clears and the artist is away we should encourage an open console, press the keys pull some stops play something short....Staunch stuffy locations treat the organ as a relic that is not to be touched... why turn away our future?

### **EXAMPLE of all of the above in action**

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IDEA!

#### **Progressive Organ Series**

4 locations downtown church's within close proximity

Each location feature and organ +

- Location 1 – Organ + Choir
- Location 2 Organ + Harp + Flute
- Location 3 Organ + Handbells + Oboe (Yes its beautiful)
- Location 4 Organ + Brass Ensemble

This final event ends with a light dinner or refreshment mixer to mingle with everyone who has participated and attended

#### **Marketing:**

1 Email a week reminder of concerts featuring each artist

Each church promote the concert at their church

Have a sign up sheet for mailing list at each location

These individuals are sent emails reminding them of upcoming events and why they should join the guild.

**Results: we have consistently had between 350-500 people in attendance for this event alone – these are all potential new members!**

## **Evangelism of the Organ and of the Arts**

Each of us is (can be) an evangelist in our own way whether as an artist, a musician, theologian you name it. Are we “converting” others into lovers of the art, the instrument the music? Are we as passionate? Are we as caring? Do we want this instrument to be shared and passed down to the generations?

***What are you going to do differently to evangelize what you are passionate about?***

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