



Programming Ideas for the Upcoming Year: Less is More!

- Find a technology consultant in your area to help manage Zoom, your website and Facebook page. For smaller chapters who may not have enough volunteers to manage technology and social media, it is worth the cost.
- Search for grants available in your city, county or state to offset the costs of special programs or events.
- Start by creating a template for four events for the year. If you have the resources to do more, add additional programs as needed.
- Collaboration is key!
 - Seek out historical societies, other arts organizations, and churches who can help share the costs. Share mailing lists. Outreach in your community is important and can help brand your chapter.
 - Produce a young organists recital.
 - Consider featuring other instruments in a program aside from the organ. Denver Rocky Mountain presented a program with four harpsichords.
- Nurture your Facebook page and keep it up to date to promote upcoming events.
- Send a notice of your program to your local NPR station. They will add your event to their community calendar and promote it.
- Whenever possible, add a reception to your program – food always draws people in!
- If you are planning a Zoom program, allow for some socialization time prior to the beginning of the program so that people can chat with each other.
- The AGO has created a template for name badges for your chapter that you can download and printed. Please contact J.W. Arnold, jwarnold@agohq.org to request this.
- Create some benchmarks to monitor the success of the programs you produce. These might include recruiting a new member, the number of non-members who attended. Always have a sign-up sheet to collect names and emails so that you can follow up with them. Ask your members to also sign in so that you can see who was not present and follow up with them.

Less is more! Do not feel obligated to plan a program for each month – especially if you do not have the volunteers and resources to do so. Keep it simple; four events annually are fine. Make sure that you include networking time into any event you plan. Make one event purely social, so that members can get together. Don't be afraid to try something different! How will you know if it will be successful unless you give it a try?