

AGO CHAPTER OUTREACH

to
NEW ORGANISTS



Compiled and written by the

Committee on The New Organist

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INTRODUCTION

What can your AGO chapter do to attract and encourage new organists? How can public appreciation for the pipe organ be increased? This pamphlet is a distillation of ideas and activities as well as a resource guide your chapter can use. Is your chapter a small chapter with enthusiasm but few resources, a medium-size chapter with average resources, or a large chapter with limitless resources? Never fear! There are ideas here for everyone!

The pipe organ is a fascinating instrument for all ages. The Committee on The New Organist hopes that in using this pamphlet, you will be motivated to build on that fascination and turn it into learning and enthusiasm for the pipe organ in your communities.

The format of this pamphlet presents ideas and activities with resources listed at the end. Decide what your chapter can support and do well. Whatever you decide, it is important to have a definite goal in mind. Constant awareness of the age and background of the audience is essential. Early planning and thorough preparation are a must.

CHAPTER 1:

SHOW AND TELL

There are many ways we as individuals or collectively, as chapters, can “show and tell” the pipe organ. This can be done for all ages. Some things that work well with all ages are:

- **“In-formances”** are best described as organ demonstrations in which the presenter explains and talks about the organ and plays pieces that demonstrate the information. Examples: flute piece to show flutes, a reed piece for reeds, etc. An organ with a clearly visible console is needed. Organ pipes for demonstration are helpful. Some chapters have been able to obtain a pipe for each student. Tailor the presentation to the audience.
- **Holiday Related Concerts** (Halloween, Presidents' Day, etc.)
- **Presentations/Demonstrations** for Sunday School classes, Bible School, choirs, church events or meetings, civic and/or service clubs, community organizations, and allied music associations
- **Organ Concert in a Mall** (or other similar public space)

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- **Organ and Narration work ***
 - **Videos ***
 - **Purchase videos, CDs for local libraries, school libraries, church libraries.**

Some ideas that work well with children and youth are:

- **PipeWorks** -- an AGO project developed by the Seattle Chapter *
- **Pops for Kids** -- a project of the Wichita Chapter *
- **“Hands-On” experiences**
- **Age-appropriate materials and literature**
- **Young Peoples' Concerts** (with opportunities to play the organ)

Other means of reaching adults:

- **Music Appreciation classes in local colleges or community education centers**
- **Creating alliances with organizations in which you have memberships or contacts**

* See Resources

CHAPTER 2:

REACHING OUT

PPP: PEDALS, PIPES, AND PIZZA

This is a partial-day event designed to introduce the organ to children and teens. This is an easy project for a chapter of any size to do. Although each one is different, each PPP should have:

- **Organs with clearly visible consoles (more than one organ if possible)**
- **A presentation geared to the age of the audience**
- **An opportunity for each student to play the organ; students can bring a piano piece to play**

It is also helpful to have an organ students can crawl or walk through. Some chapters have worked with a builder or tuner and had pipes for the students to see or hold. (One pipe for each student is a good idea if it's possible.) Cooperation with local piano teachers is encouraged. Good advertising and publicity through the media, churches, and teachers are necessary.

POE: PIPE ORGAN ENCOUNTER

This program for teenagers is an official program of the AGO and is the Guild's most visible program of outreach both on the national and local levels. It is a four- to six-day encounter with the pipe organ that includes individual lessons and practice time, classes, field trips, and other suitable activities. Chapters of all sizes have hosted POEs. Those who have done so have been most enthusiastic about the experience. For more information, contact AGO Headquarters for the brochure; the POE HANDBOOK, which contains step-by-step instructions; and the POE video, CLOSE ENCOUNTERS. There is generous funding from the AGO.

POE+: PIPE ORGAN ENCOUNTER FOR ADULTS

The Pipe Organ Encounter for Adults, also a national Guild program, is an adult version of the POE. It is tailored to the needs of adult pianists who find themselves playing the organ in church. Generous AGO funding is available. For more information, contact AGO Headquarters for the POE Handbook.

PIPEWORKS

PipeWorks is a two-week, in-school project that integrates music, science, and social studies using a small pipe organ for classroom instruction. It is a collaboration between the AGO chapter and the participating school. PipeWorks curricula provide guides for lessons and activities.

IN-SCHOOL PROGRAMS

- **Invite the class(es) to come to the organ**
- **Go into the school with a program or pipe organ-related video**

CHAPTER 3:

ON THE ROAD

Taking your outreach “on the road” is educational and beneficial to all. This can be done by your chapter or in cooperation with another chapter, school, church, or organization. You can organize field trips such as:

- **Organ crawls**
- **Visiting an organ factory**
- **Visiting church, civic, or theater organ installations**
- **Going to special organ or organ and choral concerts**

Trips can be organized for students, new members, church groups, senior citizens, civic organizations, or any group that may be a part of your community. A camaraderie often develops on a group trip that does not happen anywhere else.

CHAPTER 4:

CREATING CONFIDENCE AT THE CONSOLE (Adults)

Adult pianists with little or no organ experience are often "volunteered" to play the organ in church. They are often eager to learn new skills and to gain confidence. There are several ways chapters can help and affirm these organists.

- **Welcome them as members of your chapter. Make them feel wanted and needed.**
- **Sponsor a series of classes on any or all of the following:**

Basic Hymn Playing

Basic Improvisation

Repertoire

Professional Concerns

Accompaniment Adaptations

Organ Registration

Guild Resources

Guild Certification Preparation (SPT, CAGO)

Preparation to be Substitutes

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- **A mentor program promoting positive affirmation**
 - **Scholarships for organ study**
 - **Lending libraries: Music/Resources**

CHAPTER 5:

NURTURING THE YOUNG ORGANIST

Once a child or young person has been introduced to the organ, enthusiasm needs to be maintained. Organ study needs to be encouraged. There are many ways chapters and individuals can do this.

- **Provide “Starter Kits” for new students: music, books, and lessons**
- **Have an Organ Academy/Mentoring Program**
(See Young Artists Academy in Resources)
- **Provide scholarships for:**
 - Organ study
 - Attendance at POEs
 - Attendance at conventions
 - Attendance at workshops, etc.
- **Promote student membership and participation in programs**

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- **Plan and support student recitals, mini-festivals (organ, choral)**
 - **Lending libraries: music/resources**
 - **Promote "Kids on the Bench"**

Play preludes and postludes

Turn pages

Pull stops

- **Encourage Church Music Internships**

CHAPTER 6:

PUBLIC RELATIONS

You have a wonderful program or event planned. In order for it to succeed, you need to publicize it to the community. How do you do that? There are many ways to achieve successful public relations.

- **Advertise**

Prepare brochures, press releases, notices of programs and meetings, and send them to media, churches, others.

Know, get acquainted with your local media.

Make signs, banners, posters.

Plan ahead: make a note that all advertising, publicity of any kind, needs to be done well in advance with strict adherence to deadlines.

Develop a schedule for repeat advertising that includes an "eleventh-hour" mailing.

- **Use the Internet**

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- **Share programs and mailing lists**
 - **Network and develop reciprocity with:**
(Contact information available at your local library)

American Choral Directors' Association
American Guild of English Handbell Ringers
Arts Councils and Alliances
Choristers Guild
Church Councils and Associations
Federated Music Clubs
MENC (national, state and local)
MTNA (state and local)
Ministerial Associations
National Piano Guild
Piano Teacher Organizations (state and local)

- **Work with School Boards, Arts Councils, Civic and/or Service Clubs**
- **Have seminars (chapter or with another group)**

How to Prepare Press Releases
(See PUBLICIZE IT in Resources)
Local, State, and National Arts Advocacy
Marketing and Networking

- **Personal**

Attend the functions of others
Offer to share reciprocal programs

CHAPTER 7:

FOLLOW THE MONEY

It takes effort, time, and creativity to raise money. The scope of your project can determine which fundraising methods are best for you.

You can ask for donations or funds from the following:

- **Individuals**
- **Local AGO Chapters**
- **AGO Trust Funds**
- **Churches**
- **Local Businesses**
- **Foundations: private, business, and corporate**
- **Local and state arts councils and organizations**

Functions to raise money can include:

- **Promotional sales: food, CDs, organ lessons, door prizes, dinners, etc.**
- **Auctions**
- **Benefit Concerts**

When asking for money:

- **Have a clear, concise argument for proposal.**
- **Tailor your request to the focus of the giver.**
- **Consult the POE Handbook and Chapter Management Handbook.**

CHAPTER 8:

CHAPTER PROGRAM IDEAS

(To attract new members, new organists, and new audiences)

The following program ideas are from chapters throughout the country who reported these successful programs:

- **Music and Technology** (Music notation software, church library databases)
- **Bach by Candlelight** (Progressive organ recital)
- **"End of a Perfect Day"** Old-fashioned hymn sing, strawberry social, period costumes
- **Community-wide wedding music sampler** (Brides invited)
- **Halloween Hoot-n-Howl Recital for school children**
- **Accessible Music for Less Experienced Organists**
- **Members Organ Recital for charities**
- **Twelfth Night Festivities**

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- **Keyboard Klub for local pianists and new organists: field trips and classes**
 - **Presidents' Day Organ Weekend with Multiple Events** (New York City and San Francisco chapters have hosted this event in the past. Please contact their current Dean for further information.)
 - **Accompanying Nightmares: Problematic scores and practical solutions** (Diana Lee Lucker, 612-475-2098)
 - **Tax Planning for Musicians**
 - **Silencing Sunday Ciphers -- What to do and what NOT to do**
 - **Copyright Workshops and Business Issues for Organists** (Panels with local attorneys, accountants)
 - **Certification Kit and Program Ideas** (Bonnie Goodliffe, FAGO, 2844 St. Mary's Way, Salt Lake City, UT 84108. 801-581-9909)
 - **Chapter Programs in THE AMERICAN ORGANIST**
 - **AGO Leadership Bulletin, THE AMERICAN ORGANIST, November and December 1998**

RESOURCES

I. MAJOR PROJECTS

- **CHURCH ORGANIST TRAINING PROGRAM**, for adults, coordinated through the School of Music at the University of Nebraska-Lincoln and designed for church organists, potential organists, and those who simply want to learn to play the organ. Geared toward new organists, this noncredit program of private organ lessons can lead to a certificate of achievement. Working from five cities in eastern Nebraska, students may take a fall, spring or summer semester of varying weeks. For additional information, contact Margot Woolard, 220 Delaware, York, NE 68467. 402-362-2623 or 402-466-1906.
- **PEDALS, PIPES, AND PIZZA KIT**, designed by Warren Hutton and the Committee on the New Organist, includes resources for planning, scheduling and promoting. It also includes sample letters to parents and teachers. Free from AGO Headquarters.
- **PIPE ORGAN ENCOUNTER HANDBOOK** can be used for POEs and POE+. It is a step-by-step instruction book. In addition it contains sections on writing press releases, publicity, mailing lists, funding, and gives ideas on what works well with teenagers. Free from AGO Headquarters.

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- **PIPEWORKS CURRICULA** include resources for carrying out a PipeWorks project. Instructional lesson and activity guides for music, science, and social studies are provided in the curricula notebook. A student book is also included. PipeWorks curricula are available from AGO Headquarters or contact Ruth Caswell, 6535 37th Ave. NE, Seattle, WA 98115. 206-527-2205. \$20.
 - **POPs for KIDS**, the Children's Pipe Organ Project, is sponsored by the Wichita AGO Chapter. It is designed to introduce children to the pipe organ. This program features demonstration tips, a basic teaching unit, worksheets and games, cassette recordings, videotapes, and a commissioned work for young audiences. For additional information, contact Irene Shaw, POPs for KIDS Chairman, 316 Cardinal Lane, Wichita, KS 67230-7109.
 - **YOUNG ARTISTS' ACADEMY** (South Dakota AGO Chapter) recruits young persons in cooperation with area piano teachers and offers scholarships to study the pipe organ for one year. For a brochure and description, contact Larry Schou, c/o Music Department, University of South Dakota, 415 E. Clark Street, Vermillion, SD 57069. 605-677-5729.

II. VIDEOS

- **CLOSE ENCOUNTERS**, an 11-minute promotional video about POEs (Pipe Organ Encounters). Available from AGO Headquarters. \$5 (shipping and handling).

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- **MAKE A JOYFUL NOISE** (The Pipe Organ in Worship), produced by AIO and APOBA. 800-473-5270. \$5 (shipping and handling).
 - **POPs for KIDS**, several videos, see under MAJOR PROJECTS for contact.
 - **PULLING OUT ALL THE STOPS**, produced for television by the American Guild of Organists, American Institute of Organbuilders, Associated Pipe Organ Builders of America, the American Theatre Organ Society, and the Organ Historical Society. 85 minutes. Available from AGO Headquarters. \$40 (including shipping).
 - **THE ORGAN AND YOU: THE YOUNG PERSON'S INTRODUCTION TO THE KING OF INSTRUMENTS**, geared to elementary age, 27 minutes. River Valley AGO Chapter, Mark Bauman, 2795 18th Ave., Marion, IA 52302. 319-382-5707.
 - **THE ORGANIST . . . A TOTAL MUSICIAN**, produced by the Potomac Organ Institute, Washington, D.C. Available from AGO Headquarters. \$35.
 - **THE SILENT MOUSE**, a story of a mouse in the organ on the Christmas Eve when "Silent Night" was written. Good organ footage, narrated by Lynn Redgrave. 50 minutes. Interama Video Classics, 301 W. 53rd St., New York, NY 10019. 212-977-4830. \$19.95 (plus shipping and handling).

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- **VOICES IN THE WIND**, Organ Historical Society, P.O. Box 26811, Richmond, VA 23261. 804-353-9226.
 - **WIND AT ONE'S FINGERTIPS**, GPN, 1800 N. 33rd St., P.O. Box 80669, Lincoln, NE 68501. 800-228-4630. \$24.95.

III. REPERTOIRE

- **AN AMERICAN OLEO**, Edith Borroff, Randall M. Egan, (Kenwood Press Ltd.). Organ duet.
- **FIRST ORGAN BOOK**, ed. Wayne Leupold (Wayne Leupold Editions, ECS Publishing). Contains easy organ music for beginner, a basic introduction to organ and a beginning organ method.
- **REX, THE KING OF INSTRUMENTS**, Daniel Burton, (MorningStar). Organ and “rap” narration, 9-10 minutes, composed for children’s concerts for the Spreckels Organ in Balboa Park, San Diego.
- **KING OF INSTRUMENTS, THE**, William Albright, (Peters). Organ and narration, a major work, fairly sophisticated (recommended for adults).
- **SCENES OF CHILDHOOD**, John Leavitt, (H.W. Gray). Composed for POPs for KIDS, narration of several of Robert Louis Stevenson’s “A Child’s Garden of Verses,” music “describes” poems.
- **TOOTSUITE**, P.D.Q. Bach (Peter Schickele), (Presser). Organ duet.

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- **TUNE FACTORY, THE**, John Barr, (Wayne Leupold Editions, ECS Publishing). Organ, narrator, and a second organist (a child who plays piano can play the second part). Uses nursery rhyme tunes.

IV. ARTICLES, PAMPHLETS, ETC.

- **AGO EDUCATIONAL RESOURCES CATALOGUE**. Free from AGO Headquarters.
- **AN ORGANIST'S "HOW TO PRACTICE,"** Barrie Cabena, available from RCCO (see TAO).
- **ORGELPROBE:** A Quiz Game of Organ Trivia (advanced). Melvin Dickinson, School of Music, University of Louisville, Louisville, KY 40292. 502-852-5490. \$9.
- **PIPE ORGAN: CONSOLE, PIPES, AND CASE-WORK**, Dona Hoffman, A paper "kit" to cut out and assemble a pipe organ, good for children and youth. Choristers Guild, 2834 W. Kingsley Rd., Garland, TX 75041. 972-271-1521. (It was originally in a Choristers Guild magazine from 1984.)
- **PRESENTING CONCERTS IN YOUR CHURCH AND COMMUNITY**, Karen McFarlane and Stephen Smith. Available from AGO headquarters. \$8.
- **PUBLICIZE IT!** (Press releases), available from RCCO (see TAO).

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- **THE AMERICAN ORGANIST** (TAO) resources page.
 - **THE AMERICAN ORGANIST** lists of resources, past articles.

V. BOOKS

- **AGO CHAPTER MANAGEMENT HANDBOOK.** Free from AGO Headquarters.
- **A YOUNG PERSON'S GUIDE TO THE PIPE ORGAN,** Sandra Soderlund and Catherine Fischer. It combines whimsical cartoons and organ facts. (Adults like this, too!). Free from AGO Headquarters.
- **AN INTRODUCTION TO REPERTOIRE AND REGISTRATION FOR THE SMALL ORGAN,** Marilyn Stulken and Catherine Fischer, \$8. Free from AGO Headquarters.
- **BUT WHAT DO I DO WITH MY FEET?** Janette Fishell, (Abingdon).
- **DIVINE INSPIRATION,** Jane Langton, (Viking). This is a mystery novel about organists and organs in the Boston area. There is accurate information about organs, organ music, and church musicians.
- **PRESENTING PERFORMANCES: A HANDBOOK FOR SPONSORS,** Thomas Wolf. Wolf, Keens & Co., 8 Francis Ave., Cambridge, MA 02138. 617-492-2167. It has excellent chapters on public relations and fundraising.

VI. NETWORKING

- For more information about the **ARTS EDUCATION ALLIANCES** in your state, please contact Kathi R. Levin, Director, KCAAEN, The John F. Kennedy Center for the Performing Arts, Washington, DC 20566-0001. 202-416-8845, Fax: 202-416-8802.
- **COMMUNITY OUTREACH AND EDUCATION FOR THE ARTS HANDBOOK.** A handbook for promoting music and the other arts in our schools and communities. Learn how to reach the decision makers effectively on the local, state and federal levels of government. Available from MTNA. MTNA members \$5.00, nonmember \$7.50 (plus \$2.00 postage and handling).
- **DANCE, MUSIC, THEATER, VISUAL ARTS: WHAT EVERY YOUNG AMERICAN SHOULD KNOW AND BE ABLE TO DO IN THE ARTS.** National Standards for Arts Education. Available from MENC.
- **MAKING SENSE OF SCHOOL BUDGETS.** Available from Superintendent of Documents, Government Printing Office, Washington, DC 20402-9325. \$1.75.
- **MUSIC EDUCATORS NATIONAL CONFERENCE (MENC),** 1806 Robert Fulton Drive, Reston, VA 22091, 703-860-4000 , FAX 703-860-1531. MENC has state affiliates. Contact the national office for information.

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- **MUSIC IN WORLD CULTURES, INC.** 6425 County Road 30, St. Bonifacius, MN 55375. 612-446-4246.
 - **MUSIC MAKES THE DIFFERENCE: ACTION KIT FOR MUSIC EDUCATION.** Produced by the National Coalition for Music Education. Available from MENC.
 - **MUSIC TEACHERS NATIONAL ASSOCIATION (MTNA).** The Carew Tower, 441 Vine St., Suite 505, Cincinnati, OH 45202-2814. 513-421-1420.
 - **AGO NATIONAL HEADQUARTERS,** 475 Riverside Drive, Suite 1260, New York, NY 10115. TEL: 212-870-2310, FAX 212-870-2163, E-MAIL info@agohq.org, WEB SITE <http://www.agohq.org>.

PIPE UP !

PPP **Pedals, Pipes and Pizza**

POE **Pipe Organ Encounter**

Definition	Partial-day event introducing the pipe organ to children/youth	4-6 day program introducing the pipe organ to teenagers: lessons, classes, field trips
For Whom	Children, youth	Teenagers with piano background
Where	Church or auditorium	College or similar facility
What is needed	<ul style="list-style-type: none">• 1 organ with visible console• Organ pipes (1 for each student is optional)• pizza for lunch• PPP guidebook	<ul style="list-style-type: none">• POE Handbook• Organs for each 2-4 students/teacher• Facilities for classes, recitals, demonstrations, workshops, recreation• Room and board
Who is needed	<ul style="list-style-type: none">• Performer• Narrator• Volunteers	<ul style="list-style-type: none">• Teachers• Presenters/demonstrators• Chaperones• Chapter sponsorship• Planning committee• Volunteers
How to get started, other	<ul style="list-style-type: none">• Chapter initiative• Chapter project• Community recruiting	<ul style="list-style-type: none">• Application procedure through AGO Headquarters• AGO program support• Generous AGO funding

LET IT RESOUND !

POE+ Pipe Organ Encounter for Adults

4-6 day program introducing the pipe organ to adults: lessons, classes, field trips

Adults: pianists and novice organists

College or similar facility

- POE Handbook
- Organs for each 2-4 students/1 teacher
- Facilities for classes, recitals, demonstrations, workshops, recreation
- Room and board

- Teachers
- Presenters/demonstrators
- Chapter sponsorship
- Planning committee
- Volunteers

- Application procedure through AGO Headquarters
- AGO program support
- Generous AGO funding

PipeWorks

2-week program integrating music, science and social studies and using a pipe organ for classroom instruction

Upper elementary or middle school students

In the schools

- PipeWorks curricula
- A portativ organ to take into the school
- Facility for a field trip with a visible organ console

- Project coordinator
- Persons to portray composers
- Organist for field trip and instruction
- Chapter sponsorship
- Volunteers

- Chapter project
- Chapter and school collaboration
- PipeWorks curricula available from AGO Headquarters

NOTES

American Guild of Organists

NATIONAL HEADQUARTERS AND THE AMERICAN ORGANIST MAGAZINE
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