Growing Your Chapter Membership

- Chapter Outreach
- Creative Programming
- National Support
- Creating a Plan

2009 Region III Convention
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Chapter Outreach

A KEY TO MEMBERSHIP DEVELOPMENT
Chapter Outreach

- Develop a specific plan (i.e., both short-term and long-range planning efforts).
Chapter Outreach

- Establish outreach categories:
  - General public;
  - Corporate community;
  - Internal “in-reach!”;
  - And other possibilities ...
Chapter Outreach

● BRANDING!!!
Chapter Outreach

- Identify the resources and tools at hand and those desired and/or needed for effective outreach activities.
EXHIBIT

● Craft or contract for a portable exhibit for internal or external display use.
Chapter Outreach - TOOLS

- Create a power-point presentation for internal and/or external use.
Chapter Outreach - TOOLS

WEBSITE

- Create, maintain (i.e., update!) and promote use of your chapter website.
Chapter Outreach - TOOLS

- News & PR
- Distribute local, regional and/or national news releases and/or publications as appropriate.
Chapter Outreach – TOOLS

New Media

- Blogs
- Chat Rooms
- Podcasts
- RSS Feeds
- Facebook
- YouTube
- Twitter
- Viral Marketing
Creative Programming

A KEY TO MEMBERSHIP DEVELOPMENT
Creative Programming

- Every program is a recruitment opportunity and encourages camaraderie.
Creative Programming

- Programs are the welcome mat at the door of your chapter.
Creative Programming

- Recognize the diversity of your audience.
Creative Programming

- Include non-organists on your program committee.
Creative Programming

- Scan the media for ideas.
Creative Programming

- Include a program for children and youth.
Creative Programming

- Tell the pipe organ’s story.
Creative Programming

- Do something unique.
Creative Programming

- Get beyond the organ loft and outside the church doors.
Creative Programming

- Become part of a larger picture.
Creative Programming

- Combine the pipe organ with other arts.
Creative Programming

- Make time for formal concert and informal chat.
AGO National Assistance

RESOURCES!
RESOURCES!
RESOURCES!
National Assistance

- Order free membership materials to distribute.
National Assistance

- Take advantage of the Guild sponsored free webpage.
National Assistance

- Request a “Membership Documents” booklet.
National Assistance

• Request a mailing list.
National Assistance

- Report your chapter’s activities in TAO Chapter News.
Utilize Educational Resources to honor chapter members.

- Past Dean’s Pin for past deans
- Guild stationery: perfect for jotting a personal note to a new member
National Assistance

- Request information on the various AGO educational programs.
  - Chapters can sponsor events including Pipe Organ Encounters, PipeWorks, and Pedals, Pipes, and Pizza
National Assistance

● Utilize the “Chapter Management” website section.
  - www.agohq.org/management
National Assistance

• Make sure you are enjoying the benefits of being tax-exempt.
  – National can prepare individualized chapter tax exemption documents
National Assistance

- Request a Certificate of Liability Insurance.
  - Free for all chapter events
  - Our coverage names your venue as an additional “insured”, and provides protection to the following limits:
    
    $1,000,000 each occurrence and $2,000,000 general aggregate
National Assistance

- Contact us for assistance.
  - Monday through Friday 9am-5pm Eastern Time
  - Or e-mail us with any questions or concerns

- Let the AGO Staff help you!!!
STEP #1: Know Your Competition

- Make a list of your competitors
- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________
- ______________________________
STEP #2: Define Your Goals

- Current Membership numbers: __________
- Goal for Year: __________
- Members retained for year (use your renewal rate of ___): __________
- New members needed: __________
STEP #3 – Marketing History

- What marketing has been done?
  _________________________________
  _________________________________

- What worked:
  _________________________________
  _________________________________

- What didn’t? Why?
  _________________________________
  _________________________________
STEP #4 – Retain the Members you already have

- Survey them:

  Why did they join?
  ________________________________________________________________
  ________________________________________________________________

  Why do they stay a member?
  ________________________________________________________________
  ________________________________________________________________
STEP #4 – Retain the Members you already have (cont.)

● What services are you providing that they use?

_______________________________________________

_______________________________________________

● What aren’t you providing that they want?

_______________________________________________

_______________________________________________

● Have an open question – “Please tell us what’s on your mind?”

_______________________________________________

_______________________________________________
STEP #4 – Retain the Members you already have (cont.)

- Contact New Members
  - Put their names in the newsletter or on the website
- Don’t let the renewal notice be the first communication!!!
STEP #5 - Prospecting – Define your Market

- Who are your targeted audiences?
  
  ______________________________________
  ______________________________________
  ______________________________________
  ______________________________________
STEP #6 - Create the “Hook”

- Go back to survey
- Why do members join?
  
- Why do they stay?
  
- Use these two answers in your Advertising and Direct Mail
Target your “hottest” prospects first.
Who are they?
______________________________________
______________________________________
Advertising:
- What media?
  - Newspaper?
  - Magazine?
  - Church Bulletins?
  - School Publication?
- How often?__________________________________________
List costs of each step of Marketing Plan

- Step 1
- Step 2
- Step 3
- Step 4
- Step 5
- Step 6
- Step 7
STEP #9 - Volunteers

- Determine who does what?
REMEMBER...

A Marketing Plan is a living document. It is not set in stone. As your chapter grows and changes, so must your Marketing Plan.
Thank you for attending this workshop