

Suggestions for Growing & Strengthening Your Chapter

Any Membership organization is faced with the following

Acquire - Cultivate - Convert - Retain – Refer

- i. **Acquire** – Acquisition of Members / or Potential Members
- ii. **Cultivate** – You must cultivate your list and your membership to become members and engage them in your programs
- iii. **Convert** – You must convert your potential members into members
- iv. **Retain** – You must keep your members
- v. **Refer** - You must continue to grow your membership base – Evangelize your cause

Acquire – Acquisition of Members / or Potential Members

Visitor (POTENTIAL NEW MEMBER) CAPTURE EXAMPLE

- The idea here is to promote your chapter events and promote your chapter with promoted Facebook marketing efforts
- Drive them to the chapter website
- Once the new visitor lands on the chapter website have some sort of email capture system to collect emails
- Example would be Learn more / yes I want to be on your mailing list / Add me to your mailing list for upcoming events and concerts

Data Collection

- 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.
- Places to get or attain contacts
 - Your Chapters Website (**Opt in to be on our mailing list**)
 - Facebook Marketing
 - Every Chapter Event
- 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 / the arts!**

Practice "An Open Console Policy"

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?

Go out into the community

- 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
 - Add those into your email cultivation list
 - Have musicians singing / CD's playing
 - Want to join a Music Lovers Organization? We have been around for more than 100 years promoting excellence in music for churches, the arts, theatre, school, academia...

Collaborate with local organizations as much as possible

- 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

Membership Software

- Go into oncard – research the "Cancelled" memberships – these are not always "Cancelled" they are lapsed memberships put them onto a mailing / email list invite them to come and join
- Our chapter had a resource of 173 members basically in purgatory statuses...
- Email them anyway regardless of reason for non-renewals

Cultivate – You must cultivate your list and your membership to become members and engage them in your programs

Constant Contact and Communication

- **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
 - If not all events do so for opening and closing events
- Posters, Stationary, Banners etc.. help build your brand and create consistency with messaging
- **Create a special – secondary non-member email drip**
- **Have a Call / Invite / Socialize campaign for Non-Members**

Social Media

USE ALL SOCIAL MEDIA RESOURCES

- YouTube previews of upcoming major concerts
- Facebook Calendar of events
- Instagram
- 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. See YouTube Set Up Info**
- Encourage people to "SHARE" and "Like"
- Have a share and like button for Twitter, FB, Pinterest, Instagram, Youtube on all electronic pages

Email Marketing Resources

- Constant Contact
- Mailchimp
- GetResponse
- ActiveCampaign

Automated campaigns/ Drip Campaigns

- A Drip campaign is simply an automated set of emails set up for whatever purpose or goal you are trying to accomplish
- If you do not have access to an automated system simply come up with 3 welcome emails to send after you have added new people to your list.

SAMPLE MARKETING CADENCE:

- If desired do a promotional video of the upcoming event and Post to Facebook and YouTube
- 1 Email / Social Media Post About the Event from the Dean or Event Coordinator
- 1 Email a week reminder of concerts featuring each artist
- Send a reminder Email about the event the day before the event
- As the Church who is host for the event to promote the event
- Have a sign-up sheet for mailing list at each location for visitors to sign up to be on your email list
- These individuals are sent emails reminding them of upcoming events and why they should join the guild.
 - member or board member get 10 tickets to hand out
 - Do the math!

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Simply use this list to:

- Welcome
- Invite to upcoming events
- Educate (about your chapter / the guild / membership benefits)
- **Develop rapport**
- **Encourage them to be participative in upcoming events**
- **Encourage them to become members of the AGO**

THE GOAL HERE IS TO.....

Convert – You must convert your potential members into member

Retain – You must keep your members ENGAGEMENT OF RENEWALS Constant Engagement HOW DO WE DO THIS?

Involve EVERYONE in Planning, Decision Making & Delegation

- The more inclusion the better cooperation and better response
- The more people you involve the more people will 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 Meetings / Gatherings

- 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 visiting artists are great opportunities to build friendships and strengthen chapters.

Programming

- 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

Have a Chapter Scholarship Program

- 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.

EXAMPLE of all of the above in action

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

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Results: we have consistently had between 400-500 people in attendance for this event alone – these are all potential new members!

- i. **REFER- You must continue to grow your membership base – Evangelize your cause**

TALK UP! The AGO Benefits of Being a Member.....

The AGO itself is a vast resource of programs, webinars, discussion groups, conferences, concerts & ongoing pedagogy such as:

- Learning More About the Organ & Its Music and History
- Meeting Other People Who Love Music Just as Much as YOU do!
- Connecting with other Students / Youth / Colleagues / New Friends
- Listening to Great Music for Organ, Choir and more
- Info About Concerts Around Town & Around the Country
- Expand YOUR Universe of Musical Interests
- Getting Involved in Local Chapters
- Repertoire Discussions
- Annual Regional Conventions
- Biennial National Conventions

Upcoming Young Organists Programs will include master classes and webinars on a wide variety of topics including:

- Organ Maintenance Information & Tips
- Discount Insurance Programs
- Retirement and Healthcare Options
- Choral Conducting Training
- Video Recording Techniques
- Vocal Training

Year of the Young Organist Recruitment Contest



The Year of the Young Organist Chapter Recruitment Contest

Win \$1000 for Your Chapter!

The game is on! Starting July 1, 2021, and ending June 30, 2022, how many young organists can you recruit?

We've created a promotional flyer for you to send digitally and use as a handout at in-person programs. [Year of the Young Organist Flyer with QR Code.](#)

At the end of the **Year of the Young Organist**, we will run a report to see how many new members you have recruited over the past twelve months. The AGO will award one small (up to 60 members), one medium (61–125 members), and one large (126+ members) chapter with \$1000, each, based on the net increase of *primary* young organists they have recruited (dual memberships will not be counted, so no double dipping)! The number of members you have recruited will be based on the net gain. This means that if you recruited fifteen young organists but lost five, your net gain would be ten, so keeping your current young organists as members is equally important! Each month, we will be sending you a new recruitment tip to help your chapter recruit as many young organists as possible.

July 2021, Tip #1: Contact the teachers in your area to let them know about the **Year of the Young Organist** **and the free membership that is being offered.** In your emails or phone conversations, refer them to <https://www.yearoftheyoungorganist.com/>, where detailed program information has been posted, new young organists are featured, and articles written by young organists will appear. Young organists can join or renew here: <https://www.agohq.org/free-membership/>. Ask them to let you know when one of their students has joined, and at the end of each month, be sure to access your membership roster report from **ONCARD**, which will show the new organists you have recruited by their "join" date.

August 2021, Tip #2: To help you promote the **Year of the Young Organist** we have created a QR code that takes one directly to the registration page <https://www.agohq.org/free-membership/> where young organists can join or renew. Feel free to add this QR code to your website and Facebook pages, or take a photo of it on your smart phone, so that you can easily share it with prospective members.

Final Thoughts

Evangelism of the Organ and of the Arts

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

- Forward your AGO invites to these individuals even if you don't know for sure they are interested in organ, however, surely they will be interested in music
- EACH ONE REACH ONE
- "Be sure you bring at least one friend to each event"
- YEAR OF THE YOUNG ORGANIST
- **FREE MEMBERSHIP FOR THOSE UNDER 30 (THEY ARE OUR FUTURE)**

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?
- Do we realize our cause is bigger than us and our own ego, agendas?

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

ADDITIONAL COMMENTS

Additional Thoughts

Practice Fiscal Responsibility with Programing

- 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 Track of Costs of Artist and the Attendance turnout for ROI
- Chapters ultimately do have to practice physical responsibility
- This is birthed out of events that are meant for members which should have been meant for the community
 - Example: \$5k on a concert artist 25 people show up WHY?
- Determine historically what events were most successful to plan the following years programming.
- Use this information to plan next years concerts by only use those that were profitable OR in most cases draw the most people.

Year Book

- 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...