



# Membership Program

Midwest Gateway Region 5

★ **S**ING....perform a quality product!

★ **T**ELL....everyone you know about our craft!

★ **A**ND....

★ **R**ETAIN....don't let current members get away!

## *Why Do We Need This Program?*

- Based on trends and analysis, our choruses, regions and the international organization as a whole is declining in membership. Statistics show we are losing 1.8% members annually on the international level.
- Your Regional Management Team is challenging every chorus to grow by 10% in one year – and we are confident that every chorus will live up to the challenge.
- It is up to each and every one of us to reverse these trends and make this membership campaign a success!
- It is essential to retain our current members because they are valuable assets to our chorus with experience and knowledge to keep our choruses vital.

## *Who is eligible to compete in “STAR” membership program?*

- All registered choruses within Region 5.
- This campaign is based on percentages, so no matter how large or small your chorus is, EVERY chorus has an equal shot at winning a prize!

### ***What's in it for me and my chorus?***

- You get the opportunity to meet new people, have better financial security in the chorus, and enjoy more opportunities for education and performances.
- Your chorus wins **MONEY !\$\$**
- The first chorus to reach the 10% growth goal will receive \$75.
- The chorus with the most participation will receive \$75.
- In one year, the chorus with the largest **net growth** overall will receive \$200.
- In one year, the chorus with the largest percentage retention since May 2007 will receive \$200.

**Note:** The reward is based on net growth, which means your chorus has to also retain their current membership in addition to growing. For instance, if your chorus has 100 members, your chorus's 5% is 5 new members. But life happens and you lose 4 members. That means you now have to grow by 9 members to achieve the original goal.

### ***When does the membership campaign begin and end?***

- Your chorus should never stop trying to grow; however, the “**STAR**” membership campaign will run from May 2007 until the 2008 Show of Champions at regional competition.
- The winners will be announced at the 2008 Show of Champions.
- There will be growth updates at every regional event.
- The Membership Manager in each chorus has to let me know when they gain a chorus member.
- I will send an e-mail each month asking how many members the chorus gained, but feel free to send me new membership information as soon as you have it.

### ***What if my chorus has questions or suggestions?***

Please feel free to contact Region 5 Membership Coordinator Judy Kaeser with any questions.

If you or your chorus has any marketing, membership growth and membership retention ideas, please share them! We want to know what works and what doesn't and also hear feedback from the regional members.



**Membership Program**

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