

**RECRUITMENT STRATEGIES AND TOOLS**

**FOR ADULT CHOIRS**

It is vitally important for choirs to recruit new singers on an ongoing basis to keep our organizations alive and thriving! Potential recruits need to ***know*** about your choir and ***want*** to join it. Here are some ideas for how to make this happen so that you can continue to replenish and revitalize your organization.

**WHAT CAN THE CHOIR ADMINISTRATION DO?**

(Music Director & Board members)

ACTIVITIES:

* Partner with a local high school – sing a song or two at each others’ concerts to broaden your audience base
* Community flash mob – sing a song at food courts, farmer’s market, downtown corner, anywhere a crowd gathers and have flyers to hand out to on-lookers
* Organize a Parade of Choirs/Choirs in the round/Choral Music of local choirs where each sings 2 songs then a mass piece
* Get choir swag made for members to wear
* Do Outreach Concerts – retirement homes, Remembrance Day, etc.
* Hold a rehearsal in a retirement home close to concert time
* Put on a mini-concert in a retirement home on the night of the choir’s AGM in return for meeting space
* Go on a mini-tour
* Hold a post- or mid-concert reception where singers and director mingle with audience members
* Encourage churches where a choir performs to organize a simple reception in the intermission (proceeds go to the church).
* Have themed concerts that tie in with other community groups, perhaps a portion of concert proceeds benefitting local charity
* Be open to opportunities and think outside the box (e.g. sing in a pub)

PROMOTION

* Co-ordinate with Fine Arts lead teachers in your school district to distribute information about choirs to local teachers
* Create YouTube posts of snippets (avoiding copyright infringement) of your choir performances – no YouTube ads allowed on these
* Post on Face book and Instagram
* Create press releases
* Create eye-catching posters (www.canva.com is a great free tool)
* Attend retirement seminars and present the benefits of singing in a choir (document being prepared by BCCF Advocacy Committee)
* Create promotional e-mails & posters for members to send to personal contacts
* Find out where the on-line Free Ad Listings, Community Calendar postings are in your community and use them to announce term start-up and performances
* Post on local news websites
* Contact your local radio station/television station and send someone from your choir to be interviewed on the air

**WHAT CAN INDIVIDUAL CHORISTERS DO?**

ACTIVITIES:

* “Bring a Friend to Choir” Night
* “Refer a Friend” and receive a membership fee discount
* Tell your local radio station what you’re up to and arrange for a few choristers to go in and chat and sing a song on the air
* Go caroling at Christmas (or other seasonal singing, ie Valentine’s Day) and display/carry signs with your choir’s name
* Go for a social time after rehearsal

PROMOTION

* Find or create Community Music Face book groups and pages
* Develop a short “elevator speech” about your choir that all choristers (and the director) learn for consistent messaging when talking to people in the community about your choir
* Use Advocacy Statements (document is being created by the BCCF *Advocacy Committee*)