

BARBERSHOP HARMONY SOCIETY

an international organization

February 17, 2005

Gentlemen:

As was outlined by Society President Rob Hopkins in a recent issue of the *Harmonizer*, the Core Values of the Barbershop Harmony Society are:

- ☐ Singing
- ☐ Fellowship
- ☐ Fun
- ☐ Enrichment
- ☐ Creativity

Our Society's mission is "Building Better Lives through Singing"

An expanded view of our mission:

- ☐ We perpetuate and celebrate the barbershop harmony style
- ☐ We serve each new generation of singers through support of vocal music education
- ☐ We serve audiences through an uplifting, wholesome variety of a cappella musical entertainment
- ☐ We serve our members by sharing fellowship, performance skills, and leadership development
- ☐ We help build better communities and a better world, bonding diverse people through the pure fun of a cappella harmony as we "Keep the Whole World Singing"

BACKGROUND INFORMATION

Because of the steady decline in membership and the ever-increasing average age of our membership, over three years ago Society leadership embarked on a path to bring more focus to marketing the Barbershop Harmony Society and allocated significant resources to this effort.

A Marketing Task Force was formed to lead the charge to assist leadership in learning more about our members, lapsed members and prospects; what motivates them, what they like and do not like. Professional organizations like Harris Interactive and QualCore were hired to conduct quantitative and qualitative marketing research. A professional Marketing firm, Clarke and Company was hired to create a Marketing Plan to increase membership, awareness and lower the median age of our members. Because of the enormity of what needed to be done and the resources required, in the summer of 2004, the Marketing Task Force identified

and recommended to the Society's Board of Directors the first 12 steps that should be taken during the initial two-year period from 2004 through the end of 2005. The Board approved and allocated funding for these recommendations.

In order to better position our organization to be more attractive to a wider and younger audience, we began a re-branding process, including adopting the Barbershop Harmony Society as our official name and the creation of a new logo that will be introduced shortly. There is nothing wrong with our brand. It just needs re-invigorating.

A highly-skilled CEO named Don Harris was hired to bring the Society a new vision for success. I was hired by Don Harris last August to serve as Director of Marketing to implement this plan and to instill a "marketing mentality" throughout all levels of the organization. I am honored to serve in this important capacity and grateful for the support provided my colleagues on the Headquarters Staff and the leadership provided by the Society's Board of Directors, Committees and District leadership.

In addition, as we have learned that for any Society program to enjoy success, it must do so at the chapter level. To help instill a "marketing mentality" at the chapter level, the Society approved a bylaws change effective January 1, 2005 that requires all chapters in excess of 25 members to include a Marketing & PR Vice-President on their leadership team and strongly encourage chapters smaller than 25 members to do the same. At this point 60% of our chapters have a Marketing Officer on their leadership team. However, having someone occupy a position in name only, without a marketing budget will not get the job done.

THE PLAN

Attendees of the 2004 Dynamic Leaders Forum in Racine were treated to a sneak preview of the framework for the Society's Marketing & Membership Recruitment plan for 2005.

In the last three months, careful attention has been given to provide greater detail and address some concerns addressed by a variety of stakeholders in this plan.

I am happy and grateful to report that on February 8, 2005, your Society's Board of Directors approved the MEMBERSHIP MATTERS Marketing and Membership Recruitment Plan presented at the Jacksonville meeting with a few modifications.

WHAT IS THE FOCUS FOR 2005?

The centerpiece of our plan for 2005 is MEMBERSHIP RECRUITMENT. With Society membership dipping below 30,000 this month for this first time in many years, a membership recruitment campaign has never been more vital to the future of this organization.

WHAT WILL BE DIFFERENT ABOUT THIS RECRUITMENT CAMPAIGN?

Your Society's Headquarters Staff have created an incentive plan that offers 26 different recruitment awards worth close to \$60,000. These awards will be available to our top recruiting members and chapters for new members recruited through this plan.

To level the playing field, awards will be presented for highest percentage of increase and for most new members gained.

Minimum thresholds (the least number of new members recruited to be eligible) have been established.

Any lapsed members that left the Society one or before July 31, 2004 will be eligible candidates for recruitment.

WHAT DRIVES IT?

We will be conducting a North American Media campaign the Society has never seen in its history, specifically; advertising in "USA Today" as well as Canada's "Globe and Mail."

If we are successful in raising more than \$60,000 in contributions, perhaps through supplemental contributions from some of our larger powerhouse chapters, quartets or from individual donations, we can supplement this print campaign with Society sponsored radio advertising in some US and Canadian markets.

On the next page is a sample print ad under consideration. Kudos should go to Brian Lynch for creating this ad for use in this presentation.

If you think you can sing... YOU CAN!

ASK
THESE
GUYS!

JASON MULRONEY
Home renovations
Baltimore



**MARTIN
PADILLO**
Paramedic
Nashville

BILL FOLDS
Pro footballer, motivational speaker
Houston

TED SANDERS
Executive Chef
Seattle



STEVE LEE
Journalist/Lecturer
Bethesda,
Maryland



**KAYAN
MICHAELS**
Student activist,
Madison, Wisconsin

DAN BERRY
Systems Analyst
San Diego

You can do it, too!

800-U-CAN-SING-2 • WWW.UCANSING2.ORG

TRY IT FOR
YOURSELF!
NATIONAL "SING
WITH US" EVENT
SATURDAY,
APRIL 12

We can teach you to unleash the singer within!

For thousands of men, close harmony singing provides an outlet that energizes and uplifts. And if you're the kind of guy who always sings in the shower or in the car, you're probably better than you think.

Let us help you discover your own creative potential, while enjoying the fun and fellowship of raising your voice with other men.

**BARBERSHOP
HARMONY SOCIETY**
where you can sing

OUR AUDIENCE

The Society marketing department, assisted by outside expertise from a professional media relations consultant will craft an advertising campaign that will resonate with:

- ☐ Our Strategic Value Target audience is men aged 35-54 with some background in singing or performing.
- ☐ Our secondary target of college-aged men who sing.

PITCHING THE RIGHT MESSAGE AND AUDIENCE

Some have expressed concern that USA Today and Globe and Mail may not be the best choices to target our Strategic Value Target of 35-54 year old men. These two newspapers have the highest weekly circulation in North America. The Society has resources budgeted to consult with a media relations agency in preparation for this campaign to make sure we are sending the right message, targeting the right audience with that message and allocating our advertising revenues appropriately.

HOW WILL THIS BE FUNDED?

- ☐ At present, the Society has an additional \$139,000 budgeted between advertising and incentives and another \$60,000 to cover the cost of producing and distributing the support materials/marketing tools described later in this presentation.
- ☐ For its Chapters and Members to be eligible, Districts will be seeking and collecting contributions from all chapters equivalent to \$2 for every member on their roster. This could generate co-op funds of \$60,000.

WHAT IS THE OBJECTIVE?

- ☐ Increase Membership to 31,500 by December 31, 2005
- ☐ Increase the value provided to our membership
- ☐ Retain a higher percentage of our members

OPPORTUNITIES ABOUND

- ☐ Bad news – We have over 60,000 people that have been identified as lapsed members, folks that have left our ranks
- ☐ Good news – Our marketing research indicates almost 28,000 (46%) of these lapsed members would be willing to come back to our Society if we were to incorporate some changes. For access to the Membership Growth Study which addresses some of these desired changes, visit:

http://www.spebsqsa.org/web/groups/public/documents/graphics/pub_membershipgrowthstudybyhar.pdf

Other marketing documents and research can also be reviewed or downloaded from the Society website.

INCENTIVES OFFERED

INDIVIDUAL RECRUITMENT AWARDS

\$5,000 – GRAND PRIZE WINNER for most new members

\$3,000 - 2nd Place recruiter

\$2000 - 3rd place recruiter

\$1000 - 4th place recruiter

\$ 750 - 5th place recruiter

\$ 500 – 6th place recruiter

\$ 500 – 7th place recruiter

\$ 250 – 8th place recruiter

\$ 150 – 9th place recruiter

\$ 100 – 10th place recruiter

\$6000 – Six (6) - \$1000 Random Prize Winners*

\$19,250 total cash awards

*Anyone who recruits one new member has a shot at winning one of the six \$1000 random drawing prizes to be conducted at the conclusion of the campaign. The more members you recruit, the more chances you have to WIN!

OTHER INDIVIDUAL NON-MONETARY AWARDS

\$3350 GRAND PRIZE package to the individual winner for most new members:

- ☐ Round-trip airfare for two to the 2006 International Convention (\$1000 value)
- ☐ VIP hotel accommodations for five nights at the 2006 Int'l Convention (\$1200 value)
- ☐ Four front row VIP registrations at the 2006 International Convention (\$560)
- ☐ Complimentary celebration dinner for four during the International Convention (\$340)
- ☐ VIP limousine service between the airport and hotel and back to the airport (\$250)

2nd place recruiter – Four VIP registrations to the International Convention (\$560)

3rd place recruiter – Four VIP registrations to the International Convention (\$560)

4th place recruiter – Two VIP registrations to the International Convention (\$280)

5th place recruiter – Two VIP registrations to the International Convention (\$280)

6th place recruiter – Two VIP registrations to the International Convention (\$280)

CHAPTER MONETARY AWARDS

Chapters with Greatest Membership Growth Numerically

- ☐ Grand prize winner : \$10,000
- ☐ 2nd place winner: \$4,000
- ☐ 3rd place winner: \$2,000
- ☐ 4th place winner: \$1,000
- ☐ 5th place winner: \$500

Chapters with the Highest Percentage Increase in New Members

- ☐ Grand prize winner : \$10,000
- ☐ 2nd place winner: \$4,000
- ☐ 3rd place winner: \$2,000
- ☐ 4th place winner: \$1,000
- ☐ 5th place winner: \$500

OTHER CHAPTER INCENTIVES

MUSIC

A free arrangement by an arranger of note will be provided to any chapter achieving new membership growth for at least two (2) consecutive quarters in 2005. Jim Clancy is just one of many arrangers that have agreed to contribute arrangements.

COACHING

In addition to other awards already mentioned, the chapter with the greatest net membership gain in 2005 will also receive a weekend coaching retreat by Dr. Greg Lyne.

MINIMUM THRESHOLDS OF ELIGIBILITY

INDIVIDUAL AWARDS

GRAND PRIZE WINNER - 20 new members
2nd Place recruiter – 10 new members
3rd place recruiter – 10 new members
4th place recruiter – 10 new members
5th place recruiter – 5 new members
6th place recruiter – 5 new members
7th place recruiter – 5 new members
8th place recruiter – 5 new members
9th place recruiter – 5 new members
10th place recruiter – 5 new members
Six (6) Random prize winners – one new member

CHAPTER AWARDS

Greatest Membership Growth Numerically
25 new members

Chapters with the Highest Percentage of Increase
20% Increase or a Minimum of Ten (10) New Members, (Whichever Is Greater)

ELEGIBILITY PERIOD

To be eligible for participation in this award program, new members recruited must be recruited/membership applications processed from: August 1, 2005 through October 31, 2005

OTHER ELIGIBILITY TERMS

- ☐ To be eligible for participation in this award program, lapsed members may be recruited, providing their Society membership lapsed on or before July 31, 2004.
- ☐ Any inappropriate actions taken to “buy memberships” or to fill a chapter roster with the names of individuals that are members “on paper only” will make the recruiting member or chapter ineligible for any awards.
- ☐ Members of the Barbershop Harmony Society’s Headquarters staff, Society Board of Directors or members of the Harmony Foundation’s Board of Trustees are not eligible for any awards
- ☐ Each member or chapter is eligible to receive a maximum of one award.

SMOOTH IMPLEMENTATION IS VITAL

Much has to happen to make this program a success. For one thing, every person, every chapter and every district needs to be in lock step agreement with the Society in terms of scheduling a North American “U Can Sing 2” Night **the week of September 12-16, 2005.**

TEAMWORK IS VITAL

A higher level of TEAMWORK than has ever been mustered in the past is a critical component of this plan. Achieving our marketing and membership objectives will require a cooperative effort from Members, Districts, Chapters, Committees and Staff.

THE PLAYERS AND THEIR RESPECTIVE RESPONSIBILITIES

DISTRICTS

As mentioned earlier, Districts will be assisting the Society by seeking and collecting contributions from all members and chapters. A few folks have suggested the House of Delegates meetings as a perfect time and place to present these contributions.

KNOWING MORE ABOUT OUR CHAPTERS IS VITAL

We understand the Society consists of all types of chapters: Social, Quartet-Oriented, Daytime, Competitive, Extremely Competitive and some quite frankly that have said they want to be left alone. We also realize that some chapters clearly fall under more than one category. District leadership working with Chapter Counselors and Chapter leadership has been very helpful in providing Headquarters staff with categorization reports outlining the various types of chapters operating in each community. On December 16, 2004 all District Presidents were sent a template

to submit this information. To date, a majority of Districts have submitted their information. The balance of these District categorization reports are needed as soon as possible.

THE CALL HANDLING PROCESS

When a prospect calls the 800 number dedicated to this campaign, a few questions will be asked to best determine the wants, needs or expectations of the caller. A brief description (menu) of the type of chapters available in caller's community will be presented. If we run into a scenario where only one chapter is operating in the caller's community, (without being negative) the prospect will be referred to that chapter with an understanding of the type of chapter available so the prospect knows what to expect in advance. If we do not take this approach, we run the risk of sending prospects out with the erroneous impression that all chapters are like XYZ and this is all the Barbershop Harmony Society has to offer them. This is a crucial component as we undertake the process of protecting and reinvigorating our brand in the minds of others. There is room for every type of chapter in our Society.

HOW WILL WE KNOW WE ARE READY?

Districts should begin taking steps NOW to coordinate chapter counselor visits and/or telephone surveys with each chapter to ascertain their readiness for participation in this campaign and to help identify for each Chapter what is lacking to complete their readiness.

This "Readiness Checklist" includes:

PRIOR TO THE EVENT

- ☐ Supply chapter business cards to every member
- ☐ Chapter website up and running with current contact information and details about the U CAN SING 2 campaign
- ☐ A phone or voice mail number dedicated exclusively to chapter business (Annual cost ranges anywhere from \$120-180)
- ☐ Chapter email address
- ☐ Media contacts received and utilized
- ☐ Secure MP3 download/CD copy of pre-produced :30/:60 radio spot with script for local customization (provided by the Society)
- ☐ Secure DVD/VHS copy of pre-produced :30 TV spot to be used when buying TV time or free Public Service Announcements (PSAs) (provided by the Society)
- ☐ PDF download of up-to-date Society documentation on recruitment, orientation and retention (provided by the Society)
- ☐ Expect a visit or telephone survey from a Chapter Counselor or other District or Society leader to assist with this readiness process and evaluate what you need to be adequately prepared

THE NIGHT OF THE EVENT

MANPOWER

- ☐ Greeters on hand to meet guests as they arrive
- ☐ An adequate number of riser buddies to be assigned to each guest

PROGRAM

- ☐ Time in the schedule for quartet activities and/or a performance by a guest quartet
- ☐ Time in the schedule for socializing
- ☐ Time for rehearsing current repertoire
- ☐ Time to run your most recent contest set (if you have one)
- ☐ Time in the program for learning a new song, so guests and members are on equal footing

USUAL MATERIALS

- ☐ A guest sign-in sheet which captures, name, address, phone number email address and how they heard about your meeting
- ☐ An adequate supply of guest music binders
- ☐ Society materials for handing out to guests
- ☐ Overruns of the Harmonizer or member copies for review or handout
- ☐ Chapter materials for handing out to guests, copies of chapter and/or district bulletins
- ☐ Chapter business cards

SPECIALIZED MATERIALS

- ☐ An adequate supply of “U CAN SING 2” name badges (will soon be provided as a downloadable document from the Society website)
- ☐ An adequate supply of “U CAN SING 2” internal and external signage (will soon be provided as a downloadable document from the Society website) and can be printed at any Fedex Kinkos or similar printing operation.
- ☐ A TV Monitor or LCD projector and DVD or VHS player with screen or large blank wall space and someone who knows how to operated this equipment
- ☐ A copy of the “Singing Is Life” video or some suitable alternative; convention videos, etc.
- ☐ A survey to be completed by all guests before they leave with incentives for returning them; perhaps a drawing for some free CDs (will soon be provided as a downloadable document from the Society website)

VENUE

- ☐ Adequate in size and layout
- ☐ Adequate chairs
- ☐ Adequate parking
- ☐ A comfortable temperature (not too hot or cold)

- ☐ Interior “U CAN SING 2” special signage (festive, inviting, informative)
- ☐ Exterior “U CAN SING 2” special signage (festive, inviting, informative)

SOCIETY

RECOGNITION IS VITAL

- ☐ Winners will receive HUGE recognition at our International Convention, invited on stage to receive applause from attendees, a photo op with Society leaders, big screen recognition, a write up in the Harmonizer and through other communication channels.
- ☐ Each year there will be a traveling trophy for the person who brings in the most new Society members, starting 2005.
- ☐ Additional offers could be introduced at a later date to provide recognition to Members, Chapters or Districts for the highest percentage of prospects converted to membership.

TOOLS THAT WILL BE PROVIDED

MANUALS

The Society will be updating and re-introducing helpful manuals (PDF/hard copy) on the critical areas of:

- ☐ Recruitment
- ☐ Orientation
- ☐ Retention

ADVERTISING TOOLS

- ☐ The Society will produce and distribute MP3, CD, VHS and DVD copies of a professionally produced :30 & :60 “U CAN SING 2” radio spot and a :30 TV spot
- ☐ The Society will produce and distribute electronic copies of all print ads created for this campaign

MEDIA LISTS

- ☐ Chapters will be repeatedly encouraged to visit the Bacons.Com website and using a special password provided by the Society, each chapter can and should build their own up-to-date media lists to supplement the national advertising in the USA and Canada with local and regional advertising

LAPSED MEMBER LISTS

- ☐ Chapters leadership will be repeatedly encouraged to visit the “Members Only page of the Society website to build a list of lapsed members within a XYZ-mile radius of your chapter meeting location to invite them to be a part of our “U CAN SING 2” National Guest Night

CHAPTERS

- ☐ Every chapter must take responsibility for creating a chapter meeting program and “welcoming” environment that will inspire a guest to want to return to another meeting and eventually join
- ☐ Should have someone on their leadership team focused on Marketing & PR working closely with the Membership / Chapter Development VP to implement the plan at the chapter level

RECRUITMENT

Many chapters encourage their members to bring guests, but few actually offer members any training on recruiting techniques. For us to enjoy a year unlike any other, we cannot continue with a “business as usual” approach.

ORIENTATION

To make for a smooth transition from prospect to membership, an orientation plan should be developed and implemented.

RETENTION

Suggested components for success at the chapter level to improve retention:

- ☐ Program your chapter meeting with FUN and variety in mind and less predictable*
- ☐ Develop a long-range planning process
- ☐ Develop and implement an ongoing orientation and retention plan
- ☐ Improve musical proficiency
- ☐ Conduct periodic surveys of members and guests will help chapters identify where they are enjoying success as well as areas where they may be falling short.

* If the same routine is followed week after week, a member may soon get the impression that “I can afford to skip this week because I’m not going to miss anything.” If there is variety, members may be less inclined to skip a meeting because they might miss something special. Along those lines, the Society is looking for ways to bring more variety to our conventions to address this very same concern.

IMPROVED LEADERSHIP IS VITAL

Your Society leadership feels quite certain that one of the key components to our success in retaining existing members and those attracted from this campaign is creating an ever-growing pool of competent MUSICAL and ADMINISTRATIVE leadership.

- ☐ Encourage administrative leaders to take advantage of training opportunities
- ☐ Encourage musical leadership to take advantage of training opportunities
- ☐ Survey membership and guests regularly to make sure needs are being addressed

- ☐ Develop a leadership succession plan that includes ways to identify future leaders

REPORTING IS VITAL (reports will be submitted through the Society website)

- ☐ “U CAN SING 2” Guest report#1 due September 19
- ☐ “U CAN SING 2” Guest report#2 due September 26
- ☐ “U CAN SING 2” Guest report#3 due October 10
- ☐ “U CAN SING 2” Membership report#1 due October 17
- ☐ “U CAN SING 2” Membership report#2 due October 24
- ☐ “U CAN SING 2” Membership report#3 due October 31
- ☐ Chapters must track and report the number and names (contact info) of guests that attend their meetings and the ratio of those guests that subsequently join

COMMUNICATION IS VITAL

Schedule a portion of one of your meetings in late February to roll-out this program to your members and maintain contact with District and Society leadership throughout the campaign

MEMBERS

Every member of the Society must take personal responsibility for bringing guests to their local chapter meeting. Each man who recruits a new Society member will be eligible to win one of six \$1000 cash awards in a random drawing at the end of the campaign. Each new member recruited increases your odds of winning.

IMPLEMENTATION TIMETABLE AND RESPONSIBLE PARTIES

February

SOCIETY STAFF

- ☐ RFP developed for Media Relations firm
- ☐ Finalize content related to this campaign for the March Harmonizer content
- ☐ Announce campaign in LiveWire
- ☐ Chapter Readiness Checklists delivered to Chapter Counselors & District leaders
- ☐ Coordinate “U CAN SING 2” presentations at all Spring Conventions

DISTRICT LEADERSHIP

- ☐ Return balance of Chapter Categorization Reports
- ☐ DP teleconference
- ☐ Membership DVP teleconference
- ☐ Marketing DVP teleconference
- ☐ Allocate time in the schedule to make condensed “U CAN SING 2” presentations at all Spring Conventions

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Joint Marketing & Membership Committee teleconference
- ☐ Chapter Counselor Teleconferences

CHAPTERS

- ☐ Announce campaign to your members

March

SOCIETY STAFF

- ☐ Media Relations agency hired
- ☐ Reminders sent to all chapters to download media lists
- ☐ Reminders sent to all chapters to download lapsed member lists
- ☐ Approach MBNA America about co-op dollars for national advertising
- ☐ Create “U CAN SING 2” Campaign page on Society website, generate report to track traffic on that page every month
- ☐ Plug campaign in LiveWire
- ☐ Feature story on “U CAN SING 2” in Harmonizer
- ☐ Coordinate “U CAN SING 2” presentations at all Spring Conventions
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page in March
- ☐ Develop RFP to hire Call Center to handle calls generated by the advertising
- ☐ Approach AIC/AISQC/CBQC and District medalist quartets to perform at chapter meetings the week of September 12-16, 2005

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Chapter visits/surveys to 200 chapters YTD
- ☐ Ext Image Study Group Conference Call
- ☐ Membership Study Group Conference Call

DISTRICT LEADERSHIP

- ☐ UCS2 Campaign presentations made at all District Conventions in March
- ☐ DP teleconference

April

SOCIETY STAFF

- ☐ Reminders sent to all chapters to download media lists
- ☐ Reminders sent to all chapters to download lapsed member lists
- ☐ Media Kits updated
- ☐ Distribute manuals on Recruitment, Orientation and Retention
- ☐ Plug campaign in LiveWire
- ☐ Finalize story about “U CAN SING 2” for May Harmonizer
- ☐ Voiceover scripts for radio and TV spots finalized
- ☐ Storyboards for TV spots created

- ☐ Radio spots produced
- ☐ CDs of radio spots duplicated
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in April
- ☐ Finalize print ad design and layout

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Chapter visits/surveys to 400 chapters YTD
- ☐ Membership DVP teleconference
- ☐ Marketing DVP teleconference

DISTRICT LEADERSHIP

- ☐ “U CAN SING 2” Presentations made at all District Conventions in April
- ☐ DP teleconference

May

SOCIETY

- ☐ Reminders sent to all chapters to download media lists
- ☐ Reminders sent to all chapters to download lapsed member lists
- ☐ Plug campaign in LiveWire
- ☐ Plug campaign in Harmonizer
- ☐ TV spots produced
- ☐ DVDs/VHS copies of TV spots duplicated
- ☐ CDs of radio spots distributed
- ☐ DVDs/VHS copies of TV spots distributed
- ☐ Media Kits distributed
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in May
- ☐ Reminder sent to all chapters to coordinate “in person” delivery of PSA or paid placements to media contacts in their area.
- ☐ Distribute copies of print ads to all chapters

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Chapter visits/surveys to 600 chapters YTD
- ☐ “U CAN SING 2” Presentations made at all District Conventions in May
- ☐ DP teleconference
- ☐ Ext Image Study Group Conference Call
- ☐ Membership Study Group Conference Call

CHAPTERS

- ☐ 320 chapters submit a report of media placements YTD

June

SOCIETY STAFF

- ☐ Plug campaign in LiveWire
- ☐ Prepare “U CAN SING 2” story for July Harmonizer
- ☐ Prepare presentation for attendees of International Convention
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in June
- ☐ Reminder sent to all chapters to coordinate “in person” delivery of PSA or paid placements to media contacts in their area.
- ☐ Design “U CAN SING 2” internal and external signage

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Chapter visits/surveys to 800 chapters YTD
- ☐ DP teleconference
- ☐ Reminder sent to all chapters to coordinate “in person” delivery of PSA or paid placements to media contacts in their area.

CHAPTERS

- ☐ 640 chapter submit a report of media placements YTD

July

SOCIETY STAFF

- ☐ Plug campaign in LiveWire
- ☐ Feature story runs in July Harmonizer
- ☐ Make presentation for attendees of International Convention
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in July
- ☐ Reminder sent to all chapters to coordinate “in person” delivery of PSA or paid placements to media contacts in their area.
- ☐ Prepare “U CAN SING 2” presentation to attendees of Harmony College/Directors College
- ☐ Distribute “U CAN SING 2” internal and external signage as downloads from the Society website

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Chapter re-visits/re-surveys to 180 chapters YTD
- ☐ Marketing DVP teleconference
- ☐ Ext Image Study Group Conference Call
- ☐ Membership Study Group Conference Call

CHAPTERS

- ☐ 800 chapter submit a report of media placements YTD

August

SOCIETY STAFF

- ☐ Plug campaign in LiveWire
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in August
- ☐ Finalize content for Harmonizer content in September issue
- ☐ Place “U CAN SING 2” insertion orders with USA Today and Globe
- ☐ Make “U CAN SING 2” presentation to attendees of Harmony College/Directors College

CHAPTER COUNSELORS, DISTRICT AND SOCIETY LEADERS

- ☐ Chapter re-visits/re-surveys to 360 chapters YTD
- ☐ Marketing DVP teleconference
- ☐ Joint Membership/Marketing Committee teleconference

CHAPTERS

- ☐ All chapters ready for guest night
- ☐ Test readiness of call processing system by running a mock drill asking Society members to flood our switchboards and/or call center with calls posing as a responder to the advertising

September

SOCIETY STAFF

- ☐ Confirm insertion orders with USA Today and Globe
- ☐ Plug campaign in LiveWire
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in September
- ☐ First USA Today ad runs on Wednesday, September 7
- ☐ First Globe & Mail ad runs on Thursday, September 8
- ☐ Second USA Today ad runs on Friday, September 9
- ☐ Second Globe & Mail ad runs on Saturday, September 10
- ☐ “U CAN SING 2” Guest Nights the week of September 12-16
- ☐ AIC/AISQC/CBQC and District medalist quartets perform
- ☐ “U CAN SING 2” Guest report#1 due September 19
- ☐ “U CAN SING 2” Guest report#2 due September 26
- ☐ “U CAN SING 2” story runs in Harmonizer

CHAPTERS

- ☐ All Chapters ready for guest night

DISTRICT LEADERSHIP

- ☐ Marketing DVP teleconference

SOCIETY LEADERSHIP

- ☐ Ext Image Study Group Conference Call
- ☐ Membership Study Group Conference Call

October

SOCIETY STAFF

- ☐ Recap results of campaign in LiveWire
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in October
- ☐ Finalize story for November Harmonizer
- ☐ Prepare recap presentation for Dynamic Leaders Forum

CHAPTERS

- ☐ “U CAN SING 2” Guest report#3 due October 10
- ☐ “U CAN SING 2” Membership report#1 due October 17
- ☐ “U CAN SING 2” Membership report#2 due October 24
- ☐ “U CAN SING 2” Membership report#3 due October 31

November

SOCIETY STAFF

- ☐ Recap results of campaign in LiveWire
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in November
- ☐ YCST recap story runs in November Harmonizer
- ☐ Make “U CAN SING 2” recap presentation to Dynamic Leaders Forum attendees
- ☐ Determine winners of Membership Recruitment Awards
- ☐ Announce winners of Membership Recruitment Awards

CHAPTERS

- ☐ “U CAN SING 2” Membership report#4 due November 7
- ☐ “U CAN SING 2” Membership report#5 due November 14
- ☐ “U CAN SING 2” Membership report#6 due November 21
- ☐ “U CAN SING 2” Membership report#7 due November 28

December

SOCIETY STAFF

- ☐ Recap award winners in LiveWire
- ☐ Generate report to track traffic on visits to “U CAN SING 2” page and downloads of MP3 radio spots in December
- ☐ Prepare final “U CAN SING 2” story January Harmonizer

CHAPTERS

- ☐ “U CAN SING 2” Membership report#8 due December 5
- ☐ “U CAN SING 2” Membership report#9 due December 12
- ☐ Final “U CAN SING 2” Membership report#10 due December 19

THE BUDGET

REVENUES ALLOCATED

\$139,560 PROVIDED BY THE SOCIETY
\$60,000 PROVIDED BY CHAPTERS AND MEMBERS (30,000 members X \$2)
\$199,560 TOTAL BUDGET

PLAN EXPENSES

\$80,000 Advertising
\$54,250 Cash Awards
\$ 5,310 Other Incentives
\$60,000 Production and distribution of support materials outlined in this plan
\$199,560

BREAKDOWN OF ADVERTISING BUDGET

	USA TODAY	GLOBE & MAIL	TOTAL
Ads one & three	\$30,036.90 ¼ page ad Wednesday September 7	\$6,148.82 USD 6.22” X 9” Thursday September 8	\$36,185.72
Ads two & four	\$37,045.33 ¼ page ad Friday September 9	\$6,768.95 USD 6.22” X 9” Saturday September 10	\$43,814.28
Total	\$67,082.23 (84%)	\$12,917.77 USD (16%)	\$80,000.00 (100%)

Repetition is advantageous in print media. Staggering the ads over a four day period in two countries will improve our ability to handle the volume of calls efficiently.

RISKS OR OBSTACLES TO THIS PLAN

- ☐ Many of our members are resistant to change
- ☐ We have limited resources available to fund this plan
- ☐ The limited resources we have budgeted depend on 100% participation from our Society's chapters
- ☐ Getting all of our chapters adequately prepared for their participation in this "U CAN SING 2" National Guest Night in a limited period of time will be a challenge
- ☐ Many chapters do not have a great history of attracting, orienting and retaining members

CLOSING REMARKS

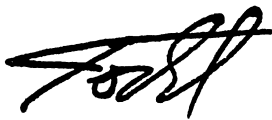
- ☐ The fact that we have shrunk from 36,000 members in the 80s to slightly more than 30,000 in 2004 should concern ALL OF US a great deal.
- ☐ The fact that 40% of our members do not participate in chapter activities should concern ALL OF US a great deal.
- ☐ The fact that more than 80% of our members do not attend the International Convention, 98% do not attend Midwinter and 50% of our members do not attend ANY conventions should concern ALL OF US a great deal.
- ☐ We should all aspire for more than just survival.
- ☐ We are clearly capable of much more.
- ☐ There is NO group of volunteers more dedicated and passionate than Barbershoppers
- ☐ "If we do not take decisive action now, we will not have the resources to take action in the future."

Is this a perfect plan that will resonate with 100% of our leaders and members? Not likely. I'm not convinced such a perfect plan exists. Is this the most aggressive marketing and membership plan introduced in our Society's history? You bet! Based on our negative trends, isn't it about time we made such an investment to preserve our future?

It is my belief and the belief of so many of our Society's leadership that if we all pull together to work as a team, this plan is capable of leading us to our most successful year ever. It is up to each of us to find a way to make it work.

I'm here to support you any way I can.

Good luck!



Todd Wilson
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Barbershop Harmony Society

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