

THREE-PRONG “MARKETING FOR MEMBERS” PLAN

PRONG 1: INTERNATIONAL SUPPORT

SAI has provided a broad, flexible marketing plan for the Global Expansion program and the Worldwide Open House in January 2012. In addition, SAI has developed some outstanding, easy-to-use marketing tools for all choruses to use and has provided several informational webinars over the past few months to help everyone understand the program concepts and how to use the tools. SAI is also producing a video of choruses and quartets from around the world all singing the same song to promote SAI. This video will be available to use during the Global Expansion program as well.

The tools and information provided by SAI form the foundation for the Regional plan.

PRONG 2: REGION 9 PLAN

The Regional Management Team, and more specifically the Marketing and Membership Coordinators, would like to see 100% participation from all choruses in Region 9 in the Global Expansion program. As some recent statistics have indicated, our Region is shrinking in membership. Even more disturbing is the fact that over 80% of our members are over 55 years of age. Growth of our membership base over the next couple of years will be key to the continuance of our organization. The Global Expansion program, if embraced and implemented throughout the Region, will bring new and much needed members to our choruses.

Summary of Region Plan:

The weekend of January 13-15, 2012, we encourage all choruses and CAL members to participate in a “Sing Out Across the Region” event. These events will be short, free, and in a public place with maximum exposure to women (shopping malls, for example). The sing out participants will include members from any chorus or CAL members who wish to participate; this multi-chorus concept will be especially prevalent in areas of the Region where several choruses are located close to one another (Tampa, for example). Every participant across the Region will sing the same two songs under the direction of a director or assistant director.

Each chorus will use the “Sweet” marketing materials on the SAI website to develop flyers, invitations, brochures, etc. that may be handed out to interested women at the public sing outs. Materials that do not use the new “Sweet” marketing campaign will be unacceptable; a secondary goal of the Global

Expansion program is to “brand” SAI by using the same messaging throughout the world during 2012.

During the events of January 13-15, we encourage choruses to invite any interested women to the Winter Regional Educational Forum on the following weekend, January 21, 2012. Any guest brought to the Regional event by a current member will not be assessed a registration fee.

While the SAI website has easy to use marketing tools readily available, the Region 9 Marketing Coordinator will be available to assist any chorus as needed. Furthermore, appropriate materials will also be posted on the Region 9 website.

Advertising:

The Regional Management Team has allocated a small budget for advertising during January 2012. The RMT will advertise the Worldwide Open House in four or five of the major metro area newspapers in Region 9, listing all choruses in the geographic region of the newspaper. The ad developed will be made available for all choruses to use in their own local and neighborhood publications; any associated costs for advertising in local or neighborhood publications will be borne by the chorus placing the ad.

Two Songs:

The two songs that will be sung at all public sing outs in January are as follows:

- ***I'd Like to Teach the World To Sing*** – the version we will sing will be the same version that is being sung on video that SAI is producing (not the Mass Sing version)
 - To purchase this song: \$1.45 per piece, contact Brenda Monroe at sales@sweetadelineintl.org
 - 50% of costs incurred to buy this music will be reimbursed to the choruses by Region 9
 - Bling! has agreed to produce learning tracks of this version which will be posted on the Region 9 website in November
- ***How We Sang*** – all choruses should know this song; if not, please contact SAI to purchase music and/or learning tracks

January 13-15, 2012 – “Sing Out Across the Region” Details

We would like to hold multiple events in public places across the Region where SAI members of any chorus or CAL members can participate in singing the two selected songs. This is not a “flash mob,” but similar. We will require permission from the venue or location. We cannot jeopardize the SAI brand by not having appropriate permissions.

If there is more than one chorus in a geographic area, a coordinated sing out should be arranged. For example, in the Greater Tampa area, there are four choruses: Toast of Tampa, South Shore Sound, Gulf-to-Bay, and Suncoast Harmony. Members of these choruses should collaborate and sing in multiple places together. Arrangements, for example, could be made to sing at four or more areas over the weekend: at Gulf View Square Mall in New Port Richey, Countryside Mall or Largo Mall in Clearwater/Largo, International Mall in Tampa, and Brandon Mall in Brandon. While many members of these four choruses live close to these malls, not all members of one chorus may. Because of the different “personalities” of these four choruses, a person may live closer to where one chorus rehearses but chooses to be a member of a different chorus.

- Region 9 will advertise the SAI membership message in major newspapers that week (TPA, MCO, JAX, MIA/FLL)
- Each sing out must have a Director or Assistant Director capable of directing the two songs
- No “Flash Mob” – events must be done with permission from the venue
- Each chorus can have their own hand-outs, posters on easels, business cards, etc. to hand out using the “Sweet” marketing design
- Use the event to extend invitations to interested women to attend our Winter Regional Educational weekend

January 21, 2012 – Winter Regional Educational Forum in N. Orlando

All women interested in learning more about SAI will be encouraged to attend the Winter Educational Forum in North Orlando on January 21. Since we are looking for new members, any qualified and appropriate guests to the Educational Forum will not be charged the usual registration fee.

At 6pm (after seminars are completed), we will invite all Educational Forum participants to go to a nearby shopping area (or similar area) and sing the two songs. The specific venue will be determined at a later date.

PRONG 3: CHORUS PLANNING

The Regional Management Team hopes that each chorus is now familiar with the Global Expansion program and will be participating in the Worldwide Open House in January 2012. SAI has produced several webinars that detailed the reasons why this program is important, what choruses need to do to be successful, and how to use the new “Sweet” marketing materials available on the SAI website. The webinars were recorded and are available for review on the SAI website.

Each chorus will need to develop its own plan for growing its membership. The first step is to identify your goals, plan your program using the tools identified in the SAI webinars, and then implement your program. The RMT will be happy to

provide any assistance needed to develop and implement your chorus' plans. At a minimum, we hope that you will support the Worldwide Open House in January and invite prospective members to your chorus. Each chorus will need to decide how and when they will support the Worldwide Open House.

Working together, we are confident that SAI, Region 9 and its choruses will all be successful in building our membership and securing the future of our organization.