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Cc: 'Irene Zimmer' <ezimmer@tampabay.rr.com>; tenorevelyn@gmail.com; Region9RMT@yahoogroups.com; 'Sarah J Bican' <sjbican@bellsouth.net>

Sent: Monday, November 14, 2011 4:34 PM

Subject: [Region9RMT] RE: Sweet Adelines' Global Membership Campaign

Hi to Reg. 9 Membership Chairs/Marketing Chairs, and Presidents/Team Coordinators

You should have received today another email from the Ann Marie Dowling, Membership Department, Sweet Adelines International, regarding the January One Voice One Message Marketing campaign. You have also received a couple of emails from Cathy Moore, Reg 9 Marketing Coordinator.

Reg. 9's goal is to have every chorus (and quartet) using the new tools provided by International, which are so easy to access in the Marketing Center. International has created tools that cover every possible contingency that you would use for marketing/membership; you don't have to create anything – just add your chorus/quartet info. International and Cathy have both sent you instructions on how to access the tools there.

Our goal is that everyone's website and promotional materials all have the same message, with Information specific to your chorus (quartet) as well. We would also like everyone to plan an Open House in January 2012 to obtain new members and bring back members who have left; the whole idea is for everyone to grow.

On the website is also a suggested time line to accomplish all this; if you haven't started yet, there's still time if you hurry up.

Cathy and I would like to know what your plans are; please email us. If you have questions or need help, that's what we're here for.

Let's make Reg. 9 a region that has 100% participation in the Global Open House using the one message tools ! We will all gain and grow!

I will be out of the country until November 30 but will be totally available after that.

Do Lahr, Reg. 9 Membership Coordinator, membership@sairegion9.com; 941-755-8358

Cathy Moore, Reg 9 Marketing Coordinator, marketing@wairegion9.com; 727-738-9164

From: Cathy Moore [mailto:yhtacm@verizon.net]

Sent: Tuesday, September 20, 2011 3:44 PM

To: 'Cathy Moore'; shsimpson@gmail.com; bpbass226@yahoo.com; Mitzik52@yahoo.com; tchaskes@coconutgrovebank.com; topazfrogs@yahoo.com; csutton@wassonandassoc.com; bksings@gmail.com; lisadeprez@yahoo.com; distefanoida@yahoo.com; jlparz@embarqmail.com; jerrmaur@embarqmail.com; acornell@hargray.com; bjwnj@aol.com; franruss@hargray.com; abharmonize@gmail.com; chezsheaj@aol.com;

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Cc: 'Irene Zimmer'; tenorevelyn@gmail.com; 'Do Lahr'; 'Lahr, Do'; 'Jones, Amanda'; 'Payton, Rhonda'; 'Barbara Rolison'; 'Gabbard, Dayve'; 'Mahoney, Meg'; 'Frey, Cathy'

Subject: Sweet Adelines' Global Membership Campaign

Hello Again All Presidents/Team Coordinators, Membership Coordinators and Marketing/PR Coordinators!

Although I wasn't able to view the One Voice, One Message webinar on August 31 due to work commitments, I've watched it twice now from the webinar archive in the Marketing Center on www.SweetAdelinesIntl.org. I hope all of you have taken a few minutes to watch it as well; if not, I encourage you to do so. It's just too good not to watch! I think all Sweet Adelines ought to see it and I hope that those of you who did view it will encourage others to watch it as well.

The webinar provides more background on the January 2012 Global Open House, but more importantly, it explains how to use the exciting new marketing tools on the SAI website (in the Marketing Center , Global Resources tab).

I'm a marketing director in my professional career and have been fortunate enough to be involved with many clever, effective marketing campaigns. But I have to tell you that these marketing tools that SAI has provided are truly exceptional. Not only are they very professional, but easy to use. You don't have to be a graphics designer to use these tools. Templates for flyers, postcards, newspaper ads, etc. are there and easy to customize. Plus you'll find the great new SWEET graphics and logos which are also available for you to use. The new look and feel in these materials really captures what it means to be a Sweet Adeline!

January is getting closer and closer. Please go to the Marketing Center/Global Resources to discover everything that your chorus will need to promote the Global Membership Campaign. For your convenience, I've attached a timeline that SAI developed that will help you determine what you should be doing and when. I hope this webinar will inspire your chorus to get on the SAI bandwagon and make plans to participate in this membership campaign! Remember -- the culmination of this Global Expansion Program will be a major, worldwide coordinated Sweet Adelines Open House in January 2012.

Our organization needs to recruit new members and retain current members to survive and grow. This is the year to focus on growing our membership!

Stay tuned!! I'll be sharing Region 9's plans for January 2012 in a week or two!

Cathy Moore

Region 9 Marketing Coordinator