

THRIVE (To Help Regions Increase Vibrant Engagement) is a pilot program which runs from May 1, 2025, to April 30, 2026.

What's THRIVE?

THRIVE supports regions with financial resources- targeted to the needs of their chapters. The **goal of THRIVE** is to maintain and increase member retention through programs focused on the **non-musical needs of choruses** — chorus culture, administration, membership/retention, recruitment, finances, community relations, marketing, leadership training, and more.

THRIVE's focus is administrative. Region 10 will support administrative visits through Zoom virtual visits and/or in-person events. Each Chorus will need to schedule and pay for any coaching sessions independently.

Lots of topics within each category:

- Cultivate Your Chorus Culture
- Identify Your Chorus's Value Proposition
- Internships and Fundraising
- Create your Mission and Vision Statement
- Membership
- Gather Your Recruitment Team and Host an Open House
- Community Relations
- Branding
- Social Media
- Create a Chorus Commercial
- Leadership
- Design graphics for your next event

Where to find THRIVE? On the SAI website, go to the Membership tab on the upper portion of the SAI website home page, then select THRIVE from the categories.