2016-2017 Chapter Marketing Activities Calendar

| Awareness: Aim - seek membership enquiries and opportuity for performances and public update dia posts: Facebook, Meet-Up, etc. (weekly) e guest passes and business cards aintain a database of guests, visitors, former members, media contacts, etc. (name, address & email) | ity throug X X X | Jun hout the | Jul year X | Aug | Sep | Oct | Nov | Dec | 2017 Jan | Feb | Mar | Apr |
|--|----------------------|-----------------|------------------|--------------|------------|------------|------------|-------|-------------|-----|-------|----------|
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| guest passes and business cards aintain a database of guests, visitors, former members, media contacts, etc. (name, address & email) | | X | 1 | <u> </u> | X | X | X | X | X | X | X | X |
| aintain a database of guests, visitors, former members, media contacts, etc. (name, address & email) | X | | X | X | X | X | X | X | X | X | X | X |
| | | X | X | Х | X | Х | Х | X | Х | Х | X | Х |
| 2 / constant of the design of the state of t | | X | ļ ,, | | Х | | | Х | | | Х | <u> </u> |
| email (newsletter/announcement/event/etc) to database (quarterly) | | <u> </u> | X | | | X | | | X | ., | ., | X |
| (monthly) | X | X | X | X | Х | X | X | X | X | Х | Х | Х |
| I Events: Aim - promote Regional events to chorus members - begin minimum of 8 weeks p | rior to the | e event & | continue | promotio | n until ev | ent ent | | | | | | |
| eader Workshop - May 20-21 2016 | X | | | | | | | | | | | |
| nal Meeting - Sep. 16-17 2016 | | 1 | X | Х | Х | | | | | | | |
| egional Meeting - Jan. 20-21 2017 | | | | | | | Х | Х | Х | | | |
| Competition - March 30-April 1 2017 | | | | | | | | | | Х | Х | |
| eader Workshop - May 19-20 2017 | | | | | | | | | | | Х | Х |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| ances: Aim - promote our performances in the community to build our audience - begin m | inimum o | f 8 weeks | prior to t | he event | & continu | ie promo | tion until | event | | | | |
| chorus show | | | | | | | | | | | | |
| Christmas show | | | | | | | Х | Х | | | | |
| singing Valentines | | | | | | | | | Х | Х | | |
| Friends & Family show prior to contest | | | | | | | | | | Х | | |
| formances | | | | | | | | | | | | |
| napter Clearance Form to RMT to get performance dates added to Regional website calendar | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| ional Competition - Oct. 18 - 22: Aim - promote educational opportunities - begin minimu | m of 8 we | eks prior | to the eve | ent & con | tinue pro | motion u | ntil event | | • | | | |
| e members to watch webcast - suggest having webcast parties with scoresheets & small token prizes | | | | Х | Х | Х | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Membership Drive: January 2017: Aim - concentrated campaign to attrack participation in a | 5-week n | ew memb | er course | (activitie | s could a | pply to ot | ther even | ts) | | | | |
| paign in local retail windows/bulliten boards | | | | | | | Х | Х | Х | | | |
| npaign - email flyers to database : guests/visitors/friends/family/previous members, etc. | | | | | | | Х | Х | Х | | | |
| rious media (newspaper, radio, etc.) | | | | | | | Х | Х | Х | | | |
| n local newspaper, publications, local e-zines and online calendars | | | | | | | Х | Х | Х | | | |
| ent on Facebook page and on Meet-up and update weekly | | | | | | | Х | Х | Х | | | |
| (NOTE: Dec. is a busy time, so start promotions in Nov. and follow up with reminders in Dec & Jan) | | | | | | | | | | | | |
| | + | | | | | | - | | - | | | |
| For Barbershop: | | | <u> </u> | | | | | | | | | |
| motional activities as the Global Membership Drive (above) | | | | | | | | | | | | |