

I SING

Membership Recruitment Program

Get ready to make new life long friends;

The “I SING” program is designed to break the ice with people you meet on the street. Every Chapter received “I SING” buttons last April either at or following our District Convention. The biggest challenge is to wear your pin in public (NOT just at your Chapter meeting – Hey everybody there knows you sing!) This program also gives you two different elevator talks to use when you start talking about Barbershop with Joe Public. (Use the talking points as guides, you don’t have to memorize them) Hey, and don’t be afraid to speak with women about singing, outside of men they probably know a man who likes to sing. So network with everyone you meet. It’s up to all of us to interact with the public and extend our acquaintances. Good Luck in your recruiting efforts.

Yours in Harmony;

Art Zelesnikar –
Vice President of Membership &
The District’s Chief Recruiting Officer



Membership!



ENLIST SING Ambassadors

That's all good but our definition goes a lot deeper. Not only do we believe that an ambassador is an individual who is especially passionate for a particular service or product; we believe that a SING Ambassador is a loyal and loud advocate who spreads goodwill in the name of the Society. It is a dedicated mission that is personal and fulfilling to that person. They are not there for the PR or to push a product, but to spread the love!

An Ambassador is a messenger of goodwill.

That's the job, and the job is their passion.

SING Ambassadors will be the lifeblood of our movement.

Helping others find their music and purpose inside.

Word of Mouth Recruiting

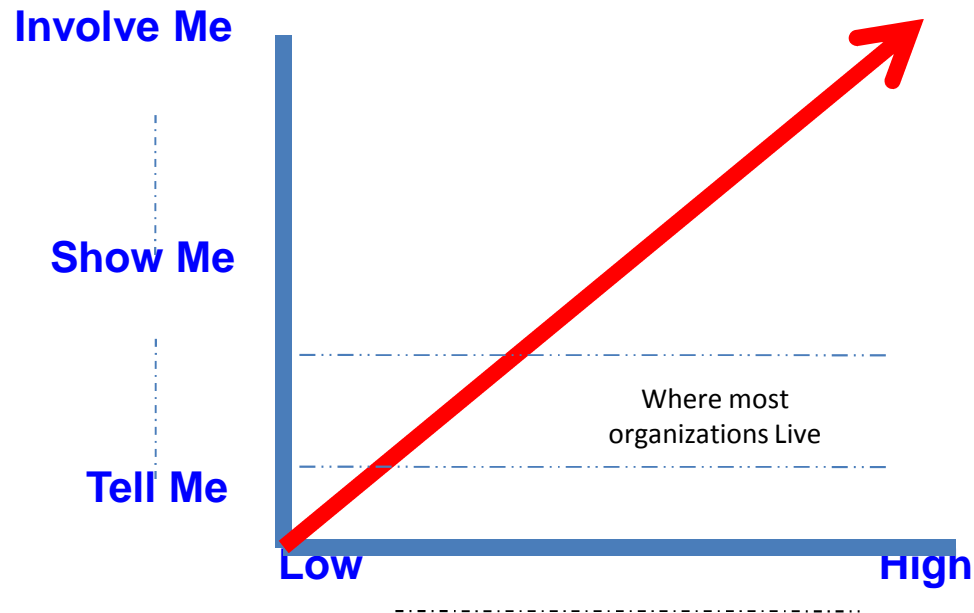
“Every meeting, every encounter, and every conversation is another opportunity to tell your organizations story.”

Barbara Goldman Ph D



SING Ambassadors

Will engage in Man to Man dialogue with Joe Public using the following techniques:



Tell Me: When you do all the talking, it's just a monologue, People easily forget you unless you're passionate and creative.

Show Me: Sometimes demos work, Unless you make the experience very remarkable, you're not going to be remembered.

Involve Me: People look at things differently when you involve them. Maybe it's because they have a chance to invest themselves in something. Involvement equals ownership and it's powerful stuff.



Membership!



ELEVATOR PITCH #1

➤ ***Joe Non-Barbershopper (noticing button): Hey, You sing?***

➤ ***Barbershopper: Yes, I Sing.***

I belong to a singing brotherhood that ***satisfies individuals while nourishing the globe or whole world!***

It's called the Barbershop Harmony Society, the largest all male a cappella singing organization on earth! Our members have fun and get relaxation, exuberation and satisfaction by raising their voices in four part harmony and we nourish the world with our gift of music and our service project, "We Sing to Feed Them All", where we use our voices to help stop hunger in our communities.

You see, Music is the universal language and love is the key; to brotherhood, peace and understanding, to livin' in harmony. Don't worry if you're not good enough for anyone else to hear, cause love is music and music is love if you know what I mean. And if you like to sing we've a place for you and you'll find out what it means; to feel ***satisfied, inspired, nourished and GREAT singing four part harmony.***

So what do you think? Would you like to learn more? Would you like to be part of this?



Membership!



ELEVATOR PITCH #2

➤ ***Joe Non-Barbershopper (noticing button): Hey, You sing?***

➤ ***Barbershopper: Yes, I Sing.***

I belong to a singing brotherhood that ***satisfies a man's singing enjoyment while being a charitable force in the community!***

It's called the Barbershop Harmony Society, the largest all male a cappella singing organization on earth! Our members have fun and get relaxation, exuberation and satisfaction by raising their voices in four part harmony and we nourish the world with our gift of music and our service project, "We Sing to Feed Them All", where we use our voices to help stop hunger in our communities.

If you like to sing we've a place for you and you'll find out what it means; to feel ***satisfied, inspired, nourished and GREAT singing four part harmony.***

So what do you think? Would you like to learn more?

Or - Would you like to be part of this?