

Region Quarterly Results and Campaign Outlook

Quarter 3
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Message

The primary message this quarter was "Open House". One chorus actually called it "Real Family Night" and invited their female family members, extended family members to show them what they do every Tuesday evening. Some had one open house night, others extended throughout the month.

Total Responses

Response	Count
Telephone	29
Email	2
Advertisement – license plate cover	1
Radio ad	1
Television or news story	0
Website	6
Word of Mouth	67
Yard signs, brochures, flyers, guest passes	2
Former or Current Sweet Adelines (dual membership program)	9

Average Percentage of Responses

Response	Count	Percentage %
Total Inquiries	117	
Guest visits?	85	73%
Return visits?	33	28%
How many did not return?	52	44%
How many joined the chorus	12	10%
How many plan to join?	10	

Value of the campaign message

The region's marketing message to have an "Open House" for family and friends was by far the most successful of our campaigns. While participation in the evaluation is quite low, the responses we did get are very positive regarding having Open House nights.

Lessons Learned

As the regional marketing coordinator and head of the pilot program, I posted a generic flyer/postcard on our regional website for choruses to use to advertise their Open Houses. Those who used it said that it was very effective. It was compact and cost effective when printing. (4 to a page) Ladies could slip it into their purses and hand them out to friends, family and acquaintances easily. One chorus, The Greater Cleveland Chorus, is International Bound and advertised Dual Membership opportunities and that has also generated more interest. Advertising to market of age 16 to ageless is a positive way to include almost all women.

A couple of chapters had difficulty because of our climate, with snow day closings. While my personal chapter thought that January was the PERFECT time for Open House, another chapter suffered due to weather. It was a roll of the dice in our climate.

The only surprises I can see from the evaluations are 1) weather closings and 2) 2 chapters had an enormous response!

I believe our project goals were met. We keep moving forward, opening our doors and have new members each quarter!

Highlights

Top 3 Significant Successes

Success	Factors That Supported Success
Word of mouth advertising	We rec'd the most response to word of mouth
Open House Postcard	Ease of distribution, Cost effective

Other Notable Successes

Project Success	Factors That Supported Success
"Family" message	Guests were greeted and asked to decorate a family music note which was displayed on a wall. Family photos were taken for each family in front of their 'notes'. Guests learned a song with the chorus and felt very included. An extremely successful campaign for this chapter!
Open House Month	Each week members and guests were treated to surprises (i.e., guest quartets, ywih quartets) refreshments and social time was in the middle of rehearsal and the last hour was dedicated to 'serious' rehearsal time. ALL guests each week chose to stay for serious rehearsal time! (And, btw, all of these guests have either converted to members now or are in the process! The results were spectacular....and the current membership had a blast! Did wonders for retention too.

Shortcomings and Solutions

Shortcoming	Recommended Solutions
Lack of (evaluation) response from chapters ☹	To just keep moving forward with our present membership campaign. I do not believe that non-participation in the evaluation process necessarily means that they are not participating in the program itself.