Alumni Relations

a model of resource development

Mick Welling, Todd Stephenson, Mike Moore

Indianapolis Men's Chorus

GALA Festival 2012

July 10, 2012

Qualifications

- **Indianapolis Men's Chorus** (IMC) : 23rd Season

- **Mick** : 20th Season, 58 consecutive concerts
  - Unofficial "Oral Historian"

- 10 years on the IndyChoruses' Board
  - 4.5 years, then 1.5 years as At-Large Director
  - 3 years as IMC President, then 1 year as Chorus Rep

- 6 years as Alumni Relations chair

Qualifications

- **<u>Todd</u>** : 13th Season, 33 concerts
  - "Broadway & Opera Aficionado"

- 25 years experience with Accounting & Budgeting
  - experience with Composition and Article-Writing

- 6 years on Alumni Relations committee

Qualifications

- **<u>Mike</u>** : 6th IMC Season, 15 IMC concerts
      1 Voices of Kentuckiana Season, 2 concerts
  - IMC Secretary – 3rd Season

- 28 years experience
      IT Support/Programming/Database

- 4 years on Alumni Relations committee

Disclaimers and Disclosures

- Mick is a Child and Adolescent Psychiatrist

- <u>Not</u> a Latin Major
  - alumnus (masculine, singular)
  - alumni   (masculine, plural)
  - alumna   (feminine, singular)
  - alumnae (feminine, plural)
  - alumni   (masculine + feminine, plural)

Watch the Language!

- Singers
- Leave-of-Absence Singers (or LOAs)
- Alumni
  - **<u>Not</u>** Inactive Singers
  - **<u>Not</u>** Non-Singers
- Volunteers, "Fifth Section", "Unsung Heroes"

Teaching Points

- The importance of Alumni database management

- The importance to build & maintain Alumni relationships

- How to build an Alumni Benefits package

- How to increase Revenue & Resources from your Alumni

- Create a 3-5 year prioritizing plan of starting your chorus' Alumni Relations Committee (ARC)

Who Loves the Chorus?

- Singers
- **Alumni / Past Singers**
- Other Volunteers
- Audience
- Donors

Why Singers leave the Chorus?

- "I don't have enough time"
- "I don't have enough money"

- "I need to move away & leave the area"
- "I'm need to be more committed to my _____"
  - Work, Boyfriend/Girlfriend, Church, Family, Pets, Charity

- "I don't like the _____"
  - AD, Accompanist, Music, Dance, Concerts, Venue
  - Leadership, Board, Policies, Conflict, Cliques

Why create Alumni Relations?

Choose a Model

- Friends – Family – Community
- Social Network – Fellowship - Camaraderie
- Preserving Memories – Oral History – Written History
- Create a Legacy – Preserve Archives
- Returning Singers
- Volunteers for Concerts, Events
- Volunteers for Committees, Projects
- Audience Members
- Donors

Alumni Relations

a Development model

- **<u>Development</u>**
        is ALL about
                    "**<u>Building the Relationship</u>**"

- Audience Development
- Revenue Development
- Board Development
- Membership Development
- Alumni Development

Revenue Development Model

- Build, Cultivate, and Grow the Relationship

- Always close with "The ASK"
- Never miss an opportunity to do "The ASK"

- Ultimately, it's all about the MONEY

"Resource Development" Model

- It's still ALL about the Relationship
- Keep it Personal, Intimate, Individualized

- It's not just about "The ASK"
- It's not just about the money

- There are other Resources besides money
- Invite
- Money is really "The Last-ASK"

..."The Final Resource"

Resources Script

- Could you be a Returning Singer?
  - Could you be a Committee Volunteer?
    - Could you be a Project Volunteer?
      - Could you be a Concert or Event Volunteer?
        - Could you be an Audience Member?
          - Could you be a Donor?
            - Who else can you introduce us to?

"Work-In-Progress"

- Building on the Progress

- Always Updating
- Always Changing

- Trying Something New
- Trying Something Different

What do the Alumni get from the Chorus?

- Alumni Benefits

Alumni Benefits

- Reduced Tickets
- Preferred Seating
- Discount Products
- Early Released CDs
- Coupons

- Newsletter
- Information, News
- Previews

- Alumni Chorus
- Community Gigs

- Family
- Community
- Sense of Belonging

- Recognition
- Appreciation

What does the Chorus get from the Alumni?

- Resources

Resources

- Returning Singers
- Committee Volunteers
- Project Volunteers
- Concert or Event Volunteers
- Audience Members
- Donors
- Who else can you introduce us to?

A Three-Year Plan

(the basics)

- **<u>Year One</u>**
  - Plan and Create

- **<u>Year Two</u>**
  - Begin the Relationship with Communication

- **<u>Year Three</u>**
  - Advance the Relationship with Reciprocal Interactions

A Three-Year Plan

- **Year One**
  - Identification -&- Create the Database/Spreadsheets
  - Create -&- Evaluate a "Wants/Needs" Summary
  - Create the Alumni Benefits Packages
- **Year Two**
  - Letters -&- Notification, Birthday & Anniversary Cards
 - Newsletters -&- Email Communications
- **Year Three**
  - Memory Parties ➔ Written History ➔ Alumni Webpage
  - 25th Anniversary Book
  - Events: Fundraisers -&- "Family Reunion" Picnic

Building the Relationship

- The KEY-STONE to any Development
- The KEY-STONE to Revenue Development

- Keep it personal
- Keep it intimate
- Keep it individual

- "Invite"

Database / Demographics

- The Foundation of any Development

- One of the hardest part of any Development
- One of the most important part of any Development

- Start Early in the Life of the Chorus
- Stay Current and Up-To-Date
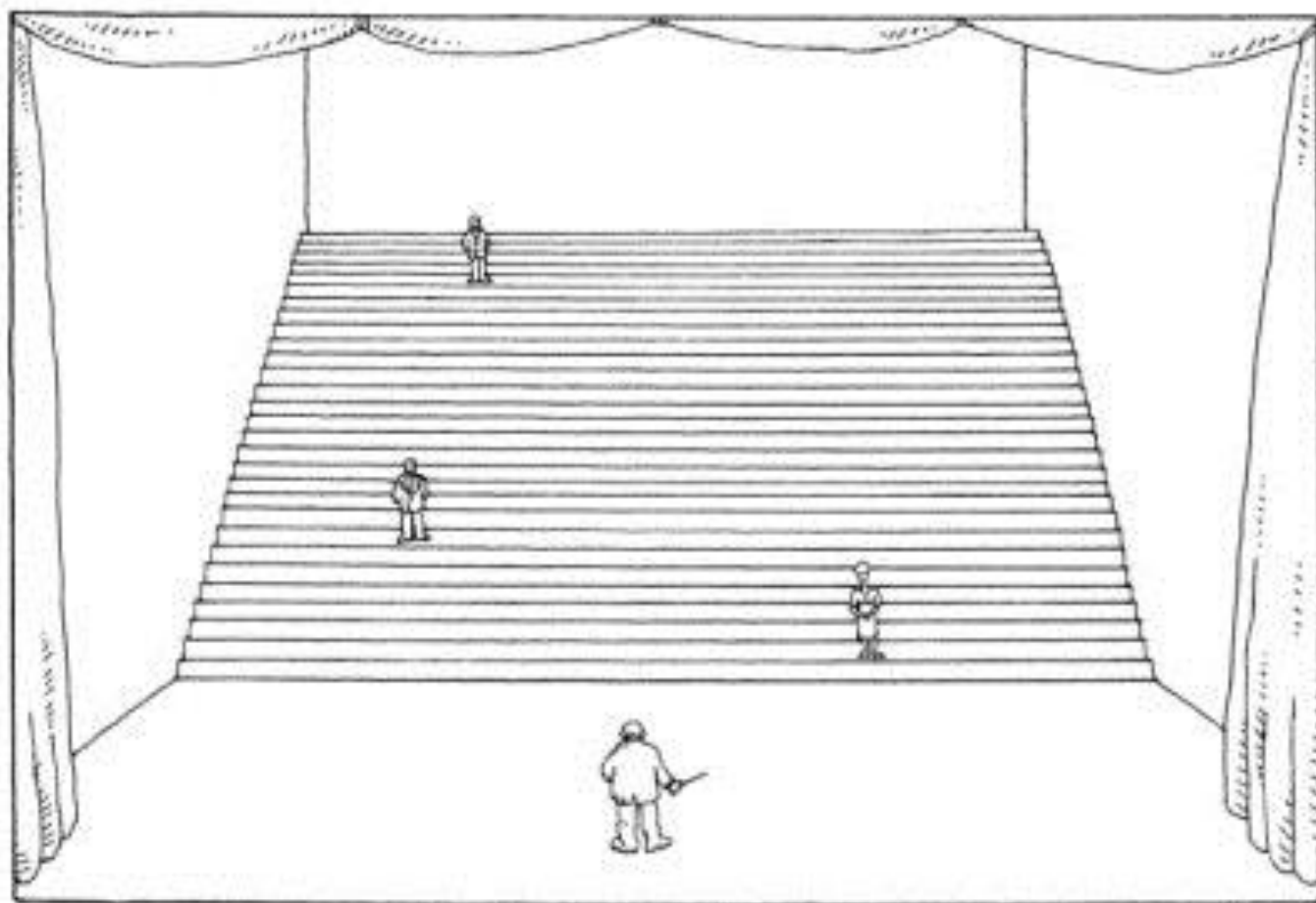
THE MORMON TABERNACLE TRIO

Database / Demographics

- **Contact Information**
  - Last Name
  - First Name
  - Middle Name
  - Nick Name
  - Home Address: Street Address, City, State, Zip
  - Home Phone
  - Mobile Phone
  - Email address

- **Personal information**
  - Birthday/Anniversary
  - Partner
  - Profession
  - Skills/Talents

- **Chorus Information**
  - Member Since
  - Membership Status
  - Folder Number
  - Voice Part/Section
  - Committee Memberships

- **Data integrity Information**
  - Data last updated
  - Data last verified

- **Notes/Miscellaneous**
  - Invalid data
  - Outdated info

- **Nice to Have**
  - Concert Info/History (# concerts sang)
  - Music, etc.

Database / Demographics

- Don't get rid of old-information
- You can prevent a Back-Step into outdated info

- Keep listing of relationships & connections
- Keep track of old jobs, skills
- Past Skills are <u>not</u> Lost or Obsolete Skills

Update your Alumni Database

Singers

- Ask your current Singers

- Update using your Newsletter (e. g. "*Highnote*")

- Use your Rehearsal Breaks to check & update lists

- Update monthly, prepare for Birthdays

Alumni

- Ask your known Alumni

- "Six Degrees of Separation"

- "Spider-web" connections of updated info

- Who else do you know or remember?

Update your Alumni Database

Online (Research Sites)

- 411.com
- ZoomInfo.com
- ZabaSearch.com
- WhitePages.com
- Spock.com
- Google.com
- Reunion.com
- Classmates.com
- Sullr.com   (reverse phone)

Chat Sites

- Yahoo
- AOL Instant Messenger (AIM)
- Windows Live Messenger (MSN)
- "Dating Sites"

Social Networking Sites

- Facebook
- LinkedIn
- Google+

Alumni Database Models

- **<u>Combine your Alumni</u>**

  - With Membership Database

  - With Audience Database

  - With Donors Database

- **<u>Separate your Alumni</u>**

  - For Alumni-Specific
    - mailings
    - information
    - gatherings
    - events
    - fundraisers

Alumni Database Tools

eTapestry.com

- Subscription Service
- Provide Support Staff & Trainings
- Online
- Shared
- Very Powerful Relations
- Very Powerful Queries

- Columbus GMC

Musetta

- Online Hosted Database for Choruses and Orchestra
- Contact Information
- Office Functions
- Calendars
- Music Inventory / Wardrobe
- Attendance
- Surveys

- San Francisco GMC

Alumni Database Tools

Microsoft Office Suite

- **MS Excel** / **Spreadsheet**
  - Basic and Familiar
  - Least amount of computer savvy
  - Small Databases
      for storage & printing
- **MS Access** / **Database**
  - "More Versatile"
      More Powerful
      More Sophisticated
  - Specified Queries & Sorts
  - Mailing Labels
  - Multiple Reports with Same Data
  - Requires specialized knowledge to set-up/create

Open Office Suite

- **Calc** / **Spreadsheet**
  - similar to **MS Excel**
- **Base** / **Database**
  - similar to **MS Access**

- **OpenOffice.org**
- Free
- Less Common, Familiar
- Less Powerful
      but Powerful Enough

Alumni Database

Online	"Do It Yourself" Stand Alone Application
Pros: •Collaborate with others •Automatically backed up •Available anywhere internet is •Does not require technical knowledge •Only one copy/source	**Pros:** •Versatile •With knowledge, can be tailored to specific needs
Cons: •Potentially not as versatile •May not do what is required/desired •Potentially expensive	**Cons:** •Cannot collaborate easily •May require technical knowledge •Not automatically backed up •Who has the current copy? •Who is responsible?

Alumni Database

"The Weakest Link"

- You must update regularly
- You must stay current

- Volunteers burn out

- Don't let your Mailing List become a "Mauling" List! (Keep the data up-to-date and "clean", not redundant)

TEMPORARY INSANITY

Alumni Benefits

- Reduced Tickets
- Preferred Seating
- Discount Products
- Early Released CDs
- Coupons

- Newsletter
- Information, News
- Previews

- Alumni Chorus
- Community Gigs

- Family
- Community
- Sense of Belonging

- Recognition
- Appreciation

Surveys

- Paper <u>vs.</u> Online: "Survey Monkey"

- **"Wants-and-Needs" Survey**
  - create Alumni Benefits
- **"Skills" Survey**
  - what can you offer (or do) for chorus
- **"Exit" Survey**
  - when Singers leave chorus

Snail-Mail Cards

- These Gifts are about growing the Relationship
- These Gifts help strengthen the Relationship
- These Gifts help cement the Relationship

- Do **not** use the cards as an opportunity for "The ASK"

- These Gifts represent Recognition and Appreciation
- These Gifts represent the Community and Family

Snail-Mail Cards

- Snail-Mail is very personal, intimate

- Look for some choral-themed cards
- Look for some musical-themed cards
  - Musical Notes, Musical Staff, Instruments
  - "Just a note…"

Snail-Mail Cards

- Thank-You Cards
- Birthday Cards
- Anniversary Cards
- Christmas Cards
  - Holiday Concert reminder postcard

- Congratulations Cards
  - New Job, Raise
  - New Significant Other
- Get-Well Cards
  - Accident, Illness
- Sympathy Cards
  - Losses

Online E-mail Cards

- Cheaper, Faster, Easier
- Mass-Mailing possible

- Mass-Mailings are less personal

- Hallmark.com
- AmericanGreetings.com
- BlueMountain.com
- 123Greetings.com
- Regards.com
- eGreetings.com
- E-Cards.com

Alumni Chorus

- Monthly rehearsal & review
- Limited Repertoire
  - Standards / Classics

- Back on Stage, with the Chorus
  - Finale / Encore
  - Anniversary Shows
  - Familiar Shows, One-Acts
- Performance Gigs
  - Events, Fundraisers
  - Church Service, Political Rally, Outdoor Events

Standard Songs

- GLBT music
- Patriotic
- Holiday / Christmas
- Showtunes
- Church / Religious / Non-Denominational
- Memorials

Alumni Singing-Opportunities

- Christmas Caroling
- Valentines Day : Singing Telegrams

- Political Rallies
- Church Services
- Memorial Services
- Outreach Gigs
- Sing-Alongs
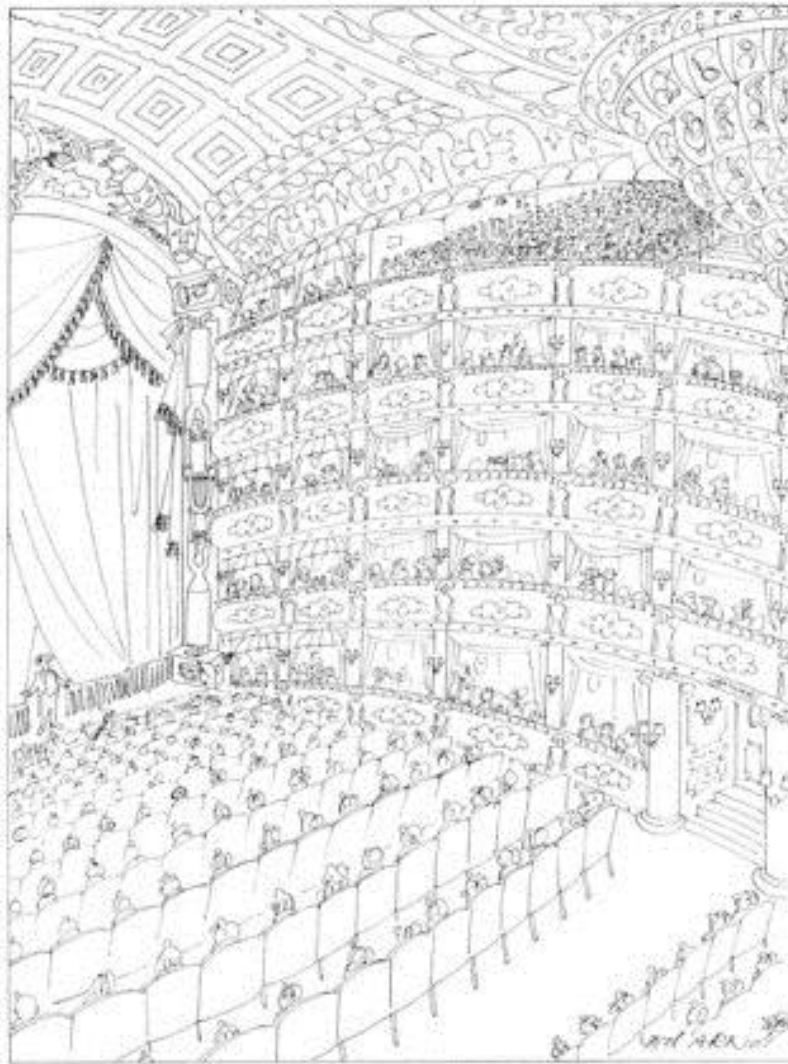
"Is there anyone in the house who can sing Siegfried?"

Alumni Karaoke

- Social Event
- Audition / Recruitment Opportunity
- Fundraiser
- Cabaret

Community Gigs and Booths

- AIDSwalk
- National Coming Out Day
- World AIDS Day

- Spotlight: Art for AIDS
- IndyPride Festival & Parade
- Penrod Arts Fair
        Talbott Street Arts Fair
                Broad Ripple Arts Fair

Business Cards

- For your Alumni Relations Committee (ARC) members
- For your alumni
    - *(For your singers)*
    - *(For your volunteers)*

- Contact info
    - Name "optional"
- Concert info: Mini-Season Brochure

Info on Concerts & Gigs

- Date & Time
- Venue
- Ticket Prices
- Guest Artist

Invitations for "New Season"

- Rehearsal Space
- Audition Dates
- Early Announcement of Concerts
  - Themes, Dates, Venues
- Upcoming Additional Performances & Gigs

Newsletter

- Concert Info
- Auditions Info
- Upcoming Additional Gigs
- "Meet the Singer"
- "Meet the Alumnus"
- "Meet the Artistic Staff"
- Human Interest Stories
- "Missing-Alumni" on a Milk Carton

Retention

New Singers: first year, 1-3 concerts

➔ ➔ **Median Singers: 2-3 yrs, 4-9 concerts** ⬅ ⬅

Dedicated Singers: > 3yrs, >10 concerts

Retention

- "Fifth Section"
- "Silent Voices"
- "Unsung Heroes"

- "Chorus Widows"

- Artistic Staff
- Administrative Staff

Emails

- Announcements
  - Rehearsals
  - Concerts
  - Gigs & Other Performances
  - Activities & Social Event
  - Fundraisers
- Human Interest Stories

Summer Picnic / Reunion

- Shelter House
- Pitch-In Dinner
- B-Y-O-B
- Pool-Party

Outings

- Movie nights
- Theatre nights, Broadway Tour nights
- Choral Concerts
  - GALA Chorus, Church, Symphony, Children

- Bowling nights
- Games nights
- Haunted House tour, Christmas Lights tour

Night Out / Dinner Out / Parties

- Dinner Parties in homes
- Progressive Parties
- Dinner Parties out at a restaurant

- Get-Togethers at local bars

- Holiday Parties
- Holiday Dinners
  - Thanksgiving, Christmas, Easter

Alumni Rehearsals

"Meet-and-Greet"

Preview Rehearsals

- All rehearsals are open to the public

- Designate ONE Rehearsal
  every Concert Prep Period (CPP)
  as an "Alumni Rehearsal"

- Advertise as a "Meet-and-Greet" Reunion
- Advertise as a Preview of the Concert

Alumni Rehearsals

"Meet-and-Greet"

Preview Rehearsals

- Greet & Welcome, with Name-Tags for Everyone
- Handout Package
  - Chorus History
  - AD's & Accompanist's bio
  - Season Brochure
  - Concert Tickets & Season Tickets available
- Refreshments

Meet the ...

- New AD
- New Accompanist
- New Board Members
- New Rehearsal Space
- New Venue
- New Office
- Guest Artists

. . . **Any Changes – Anything New**

Hospitality Room / Reception

- Pre-&-Post Concerts
- Pre-&-Post Events

- Special Treatment for Alumni
- Special Area for Alumni

- Treat Alumni like VIPs
- Allow Alumni to Meet-&-Greet (Mini-Reunion)

Dues: Extra Access

- If Alumni pay Dues,…

  what <u>Extra Access</u> can they get?

- Preferred Seating at Concerts & Events
- Back-Stage Pass
- Annual Choral Seminar / Singers' Workshop
- Extra Online Info
- Chorus Info (same as a singer)

Directory: Search

- Centralized Database
- Reconnect with Old Friends
- Stay Current and Up-To-Date

Website / Webpage

- Centralized Information

- Database – Contact Information
- Written History – Memories
- Upcoming Info
- Testimonials

Social Networking Sites

- Yahoo Groups
- My Space
- Facebook

Alumni Appreciation Night

- At bar / restaurant
- Coupons
- Incentive:
  - free drink
  - discounted appetizer
  - no cover-charge

Alumni Appreciation Banquet

- Awards & Recognition
- Hall-of-Fame –or– "Hall-of-Shame"
- "Thank-You's"

- Combine with Annual Meeting
- Combine with Singer Appreciation

Alumni "Memory" Parties

- Rehash the Favorite Memories
- Review old photos
- Get the stories in their own words

- Audio Taping
- Video Taping

- Blurbs for your Website
- Preparation for an Anniversary Album

25th Anniversary Album

- Plenty of lead time
- Stories
- Anecdotes
- Memories
- Photos

What do the Alumni

get from the Chorus?

- Alumni Benefits

What does the Chorus
get from the Alumni?

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- Who else can you introduce us to?

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  Broad Ripple Arts Fair

Committee Membership

- Production
- Finance
- Social
- Special Needs
- Marketing
- Audience Development
- Board Development
- Revenue Development
- Resource Development
- Alumni Relations

Projects

- Time-Limited, Short-Term Projects

- Backstage Help for Concerts
- Ushers / Front-of-House
- Mailing Brigade
- CD-Project
- GALA-Festival Planning
- Fundraiser: Silent Auction

Fundraising Events

- Fundraiser benefiting the Chorus
  - Alumni Committee
  - GALA fund, Production fund, CD project
  - Youth Chorus

- Fundraiser benefitting Another Organization
  - Lambda Legal, Human Rights Campaign (HRC)
  - Homeless Shelter, Domestic Violence Shelter
  - Susan G Komen Foundation, Indiana Youth Group (IYG)

Fundraising Events

- Formal Dinner & Silent Auction
- Progressive Dinner with a Dessert & Concert
- Informal Dinner, Chili Cook-Off, Iron-Chef
- Casino Night
- Bachelor–and–Service Live-Auction

- Karaoke: "Dinner-and-a-Show"
- Cabaret, Talent Show, Drag Show

Fundraiser Non-Events

- Non-Event is an "As-If" Event, for pure donation

- Non-Event
  - **"Leap-Year Party"** (February 29)

- Non-Concert
  - **"Day with(out) Art"** (December 1, World AIDS Day)

- Non-Walk or Run
  - **"Un-Run"**

Finally... Just do "The ASK!"

- Ask your Alumni for donations
  - Donations of Time
  - Donations of Energy
  - Donations of Knowledge
  - Donations of Experience
  - Donations of MONEY
- Keep it personal and intimate = INVITATION
- Face-to-Face > Phone Call > Letter > Email

Budget

Income

- Donations
- Fundraisers
- Dues

Expenses

- Postage
- Cards
- Letterhead/Envelopes
- Paper
- Printing/ Ink/ Xerox
- Business Cards
- Party Supplies
- Rental Space

Teaching Points

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Alumni Relations

a model of resource development

- **Mick Welling**, chair
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  - (317) 626-2181

- **Mike Moore**, IT expert
  - atomicdwarf@att.net
  - (812) 989-1355

- http://www.indychoruses.org/alumni-relations.html