

Overview

A starter activity for this chorus, they took advantage of counseling with others who had done it before. Their first step was to form a committee. They took time to dream and identify what they wanted their event to look like. They then started to look at how long it would take for them to plan the event and what they would need to do a year out, at six months, three months and so on.

Detailed Planning

They identified what would be needed for a successful day, spelling out when it was due, who it was assigned to and tracking to make sure it was done on schedule. They also identified their target audience as 12-25.

Funding

There was no registration fee but they required the participants to register to get a commitment to attend. They applied for a Sweet Adeline grant but also looked for other funding within the community.

Marketing

They reached out to local area schools, teachers and youth group. Their tri-fold marketing piece was very appealing and inviting. They also thought about different ways people get information about events in their area and utilized that in the marketing.

Day-Of Scheduling

They started with a shorter day overall 10:00 a.m. to 5:30 p.m. which would be easier to manage. They put together a well-planned detailed schedule hour by hour for the day, with shorter segments for rehearsals to keep the day moving, sprinkled with education about Sweet Adelines along the way. They also included duet rehearsals and used that to show how it all fit together. They chose just two songs for the participants to learn which was manageable. Acknowledging that their participants might not always move along as planned, they reminded themselves to be flexible in their expectations.

They incorporated a performance for the participants to end the day. The schedule also provided an opportunity to showcase the chorus and their quartets and utilize them as part of the learning. A joint performance by all ended the day.

Personnel

They identified they would need faculty, a teaching quartet and volunteers. They utilized their own chorus resources, both musical and administration. They provided their volunteers with a job description as well as what was expected in tone for the day.