

Best Practices for Youth Outreach

Have a Mission Statement

Start planning with your chorus Mission Statement as a guideline for all planning activity.

Goal Setting/Objectives: This is the WHY!

Determine your reason for holding the event. Are you actively recruiting for the chorus, or just planning the seeds of barbershop?

- ❖ For example: Introduce young singers to barbershop and the joys of a cappella singing.

Create the Dream/Goal: This is the What, Who, When and How

What kind of event do you want to present? Do you have the capacity for a three-day sleep-away camp, or is a one-day festival more feasible?

- ❖ Will it be a Stand-Alone event or part of a Regional education event?
- ❖ Who do you want to invite: One gender or mixed; age range (12-25), other criteria
 - Consider the group and how they will fit together.
- ❖ When – Consider your chorus calendar and also school calendars.
- ❖ How will you find your participants? Schools, 4-H, Girl Scouts
- ❖ Timeline for the event makes sure nothing falls through the cracks
 - Detail ALL activities up to the day of the event with each item and who is responsible. List the completion date for each item.

Planning Team

Who do you need to manage your event? Common positions include: Chair of the Event, Event Planning, Facility, Education, Marketing, etc. What skills will they need?

- ❖ Detail what each is responsible for (Duties)
- ❖ Prepare a Planning Timeline with specific target dates so your event will run smoothly.

Budget

How much will it cost? Consider venue costs, clinician and/or teaching quartet fees and housing, food, supplies, swag/T-shirts, and insurance

- How will you finance it: consider SAI grant, registration fee, corporate and individual Donations, In-Kind donations, chorus/regional financial support.

Venue: What will fit your needs?

Pick a venue that fits the size of your anticipated participation. The size of your event will detail the size of your venue - too small and it is hard to move the group, too large and it can be intimidating.

- ❖ Venues to consider: a church, high school auditorium, a small college or university.
- ❖ Considerations in planning: cost, venue needs (stage size for risers, adequate seating, break out rooms for sectionals, parking, lighting and sound, food prep, storage and area for eating).

Faculty

You will need a Clinician, a demo ensemble (such as teaching quartet or chorus) and a Choreographer.

- ❖ Regional International Faculty or outside clinician
- ❖ Use chorus resources who have good teaching skills

Marketing

Brand your program from the start. Advertise it as an exciting, fun-filled day of learning about a cappella singing in the barbershop style.

- ❖ Look for different ways to communicate based on your target audience:
 - Social Media: Facebook, Instagram
 - Print materials: flyers, postcards
 - Local radio, newspapers
- ❖ Reach out to participants through teachers in local schools
 - Visit classrooms/schools
 - Target directors in your area through area professional groups
- ❖ Incorporate chorus members to share posts and expand your outreach
- ❖ After the event, send Save the Date for the following year.
- ❖ Promotional material about your chorus and membership should be provided at the venue.

Registration: What to Include

Make your invitation to participate exciting, fun and interesting

- ❖ Keep cost to attend low but not free - Adds to the commitment to attend.
- ❖ Include: name, birthdate (age), school affiliation, contact information, health issues. If under 18, include adult contact information
- ❖ Include Hold Harmless/Release of Claims and Photo Recording Release signed by parent if under 18.
- ❖ Post registration materials and flyers online – make registration forms fillable PDFs. Is there a way to pay online?
- ❖ Utilize QR code on flyer to make registration easy.
- ❖ Registration materials should be sent 4 weeks ahead
- ❖ Prepare attendees for success by sending music and learning track ahead.

Music Educators: How to reach them?

Email and letter to educators are not all that effective. Instead, schedule visits to local schools to meet them and ask if you can bring a quartet to perform and talk about your event.

- ❖ Consider contacting the Fine Arts and Performance Area Coordinators, often available in the county or by school districts.
- ❖ Many areas have professional associations for school music teachers who might be of help.
- ❖ The day of your event provide an opportunity to meet with directors and discuss how they can incorporate barbershop into their music programs.
- ❖ Provide a list of resources available from SAI for music and simple tags they can use.
- ❖ Nurture and value the music educators you have already and use them in promotion to others.

Selecting Music

Plan the music with your clinician. Determine a song(s) that can reasonably be accomplished in the time frame of the event.

- ❖ Pick music that is easy to learn so the singer will be successful. Maybe just 2 to start.
- ❖ Two to three pages is suggested.

Schedule: Timeline for the Day

Prepare a detailed schedule of the day for participants and presenters. Make sure you don't pack it so tightly that you cannot reasonably accomplish important tasks or skills in the time you have allotted. And make sure to allow for flexibility to move around or alter the schedule based on the singers' skill levels.

- ❖ Plan appropriate breaks and snack times. Also plan lunch and dinner breaks as appropriate depending on the length of the day.
- ❖ Plan sessions for Learning Music, Introduction to Barbershop (alignment, breathing, resonance, how to take a pitch, Health Benefits of Singing), and Performance Prep.
 - Incorporate education into the schedule, a little at a time.
- ❖ Plan non-singing activities during long breaks, i.e. tag singing, something different to give the participants an opportunity to get to know each other maybe over lunch.
- ❖ Plan final performance to put what they learned into action. Invite an audience to come and see them perform.