

The background features abstract, overlapping green geometric shapes in various shades, including light lime green, medium green, and dark forest green. These shapes are primarily located on the left and right sides of the frame, leaving a large white central area for text.

Free Stuff

Chris Rimple

President, Voices Incorporated

Class Information

- ▶ Name: Free Stuff
- ▶ Length: 1 session of 90 minutes
- ▶ Size: Unlimited
- ▶ Participants: Any, but targeted to chapter leaders
- ▶ Prerequisites: None
- ▶ Materials: PowerPoint slides
- ▶ Description: There are many free and low-cost resources available to aid with operations, performance, marketing, and other chorus needs. We'll review tools, services, and other solutions that your chorus can begin utilizing immediately to make your lives easier.

Objectives

- ▶ Provide participants with information and tools to become more effective chapter leaders
- ▶ Provide participants with free and inexpensive resources to aid in chapter operations
- ▶ Provide incentives for greater cooperation and collaboration between chapters
- ▶ Provide incentives for greater cooperation and collaboration with entities outside the barbershop world

Participant Expectations

- ▶ Basic knowledge of the barbershop world and terminology
- ▶ Basic knowledge of chapter operations

Instructor - Chris Rimple

- ▶ Barbershopper since 2003
- ▶ Former chapter VP Music and VP Marketing, District VP Marketing, BHS Marketing instructor
- ▶ President of Voices Incorporated chapter, HCNW instructor, Harmony U instructor
- ▶ Disciple of Chuck Greene and J.R. “Digger” MacDougall - focus on generational/societal impacts to barbershop
- ▶ 51, married, no kids, work in high tech - in our “target market” for recruiting
- ▶ First barbershop experience at 18, but didn’t join for 20 years - plant the seed, it will grow
- ▶ Email - chrisrimple@yahoo.com

Agenda

- ▶ Logistics
- ▶ Class Demographics
- ▶ Alliances
- ▶ Tools & Services
- ▶ Other Resources
- ▶ Example Chapter
- ▶ Summary
- ▶ Q & A

Logistics

- ▶ **Class is 90 minutes with no breaks**
 - ▶ If needed, step out and rejoin quietly
- ▶ **Ask questions at any time**
 - ▶ Please raise hand and be acknowledged
 - ▶ There is also 10 minutes at end for general Q&A
- ▶ **Silence the noisemakers**
 - ▶ Phones, pagers, etc. can be on but in silent mode

Logistics

- ▶ Talk about it

- ▶ Post to social media using #HCNW2017

- ▶ Video recording

- ▶ Class is being recorded for later viewing online

- ▶ All materials available

- ▶ Slides, recordings, and all materials can be accessed online

Class Demographics

- ▶ How many in BHS? SAI? HI?
- ▶ How many years in barbershop?
 - ▶ 1-10? 11-20? 21-30? 31-40? 41-50? 51+?
- ▶ How many chapter administrative leaders?
- ▶ How many chapter music team members?
- ▶ How many at HCNW for the first time?

The background features abstract, overlapping green geometric shapes in various shades, including light lime green, medium green, and dark forest green. These shapes are primarily located on the right side of the frame, creating a dynamic, layered effect. The rest of the background is plain white.

Alliances

What Is An Alliance?

In the context of Free Stuff, an alliance is...

Any relationship between a chapter and an individual or group, that benefits both, at little or no cost to either

What Are Easiest Alliances To Form?

- ▶ In your local community
 - ▶ Feel a kinship to other local groups
- ▶ Struggling with the same issues
 - ▶ Choral groups, arts organizations, other non-profits
- ▶ Looking for solutions

Alliance Benefits

Group Discussion - 10 Minutes

What Benefits Can We Offer?

It's often easy to see what a barbershop chapter can get from an alliance, but what benefits can we offer?

Benefits We Can Offer

- ▶ Performances
- ▶ Volunteers
- ▶ Leadership training
- ▶ Music training
- ▶ Experience toward education/employment

Alliance Partners

Group Discussion - 10 Minutes

Who Are Alliance Partners?

A neighboring chapter is an obvious choice,
but who are other possible alliance partners?

Choral & Arts

- ▶ Other barbershop chapters - BHS/SAI/HI
- ▶ Other choruses - a cappella or otherwise
- ▶ Other musical groups - musical theater, symphony, etc.
- ▶ Other arts groups - theater, dance, etc.
- ▶ School choral programs - middle, high, college/university

Civic & Charities

- ▶ Senior centers / living facilities, community centers, hospitals, etc.
- ▶ Local non-profits
- ▶ School groups
- ▶ Boy/girl scouts, other youth-oriented organizations
- ▶ Fraternal organizations

Educational & Business

- ▶ Middle/high schools
- ▶ Colleges and universities
- ▶ Businesses and business groups
- ▶ Businesses that provide arts funding

Alliance Benefits

Group Discussion - 10 Minutes

What Are The Benefits Of Alliances?

Thinking about the alliance partners...

Choral & Arts

Civic & Charities

Education & Business

What specific benefits could we receive and what benefits could we provide in exchange?

Choral & Arts

▶ Benefits for them

- ▶ Reduced effort - shared hosting, smaller repertoire
- ▶ Exposure to potential audience
- ▶ Publicity for supporting the community

▶ Benefits for us

- ▶ Reduced effort - shared hosting, smaller repertoire
- ▶ Potential income
- ▶ Free rehearsal space?
- ▶ Exposure to potential audience
- ▶ Exposure to potential singers
- ▶ Publicity for supporting the community

Civic & Charities

▶ Benefits for them

- ▶ Free performances
- ▶ Fundraising opportunities
- ▶ Publicity for supporting the community

▶ Benefits for us

- ▶ Free rehearsal space
- ▶ Exposure to potential audience
- ▶ Exposure to potential singers
- ▶ Publicity for supporting the community

Educational & Business

▶ Benefits for them

- ▶ Experience
- ▶ Potential school credit
- ▶ Free performances
- ▶ Publicity for supporting the community

▶ Benefits for us

- ▶ Expertise and free labor
- ▶ Potential income
- ▶ Free rehearsal space?
- ▶ Exposure to potential audience
- ▶ Exposure to potential singers
- ▶ Publicity for supporting the community

Alliance Examples

The background of the slide is white with abstract green geometric shapes on the right side. These shapes include overlapping triangles and polygons in various shades of green, from light lime to dark forest green. A thin grey line also runs diagonally across the right side of the page.

Common Alliances

▶ Barbershop chapters

- ▶ Share a show - reduce hosting, reduce repertoire, grow audience, improve ticket sales, etc.

▶ School choral programs

- ▶ Invite onto show - grow audience, potential singers

▶ Senior living facilities and hospitals

- ▶ Perform in exchange for free rehearsal space
- ▶ Perform at no charge and bring a reporter - free publicity

▶ Sports teams

- ▶ Perform national anthem - free publicity, grow audience

Uncommon Alliances

- ▶ Non-barbershop choruses
 - ▶ Invite onto show - grow audience, potential singers
- ▶ Musical theater, symphony, etc.
 - ▶ Be singers for a production that includes a chorus
- ▶ Local non-profits, school groups, etc.
 - ▶ Perform a fundraising show with 50% or more to the charity - free labor, free publicity, grow audience, potential singers
- ▶ Schools/colleges/universities
 - ▶ Provide experience and possibly school credit to students - free expertise, free labor, free publicity, potential singers
 - ▶ Examples include choral directing, vocal coaching, script writing, stage management, costume design, makeup, logo/flyer/program design, event photography/videography, website design

Uncommon Alliances

▶ Fraternal organizations

- ▶ Perform in exchange for free rehearsal space - grow audience, potential singers

▶ Owner of empty office/warehouse space

- ▶ Provide “occupancy” in exchange for free rehearsal space

▶ Chamber of commerce, city council, etc.

- ▶ Perform national anthem - free publicity, grow audience

▶ Businesses that provide arts funding

- ▶ Perform a free show for community in exchange for grant money - free publicity, grow audience

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a clean white space where the text is placed.

Tools & Services

Common Tools

Group Discussion - 10 Minutes

What Are Your Tools?

What tools is your chapter using for operations and other needs?

Communications - Board

▶ Board Meetings

- ▶ Video Conference: Google Hangouts, Skype, Slack

▶ Board Motions

- ▶ Slack, Google Docs, OneDrive

▶ Meeting Minutes

- ▶ Google Docs, OneDrive

Communications - Board

▶ Project & Task Management

- ▶ Asana, Trello, Google Sheets, Choir Genius

▶ Multi-User Chat

- ▶ Google Hangouts, Skype, Slack

▶ File Sharing

- ▶ Google Drive, OneDrive, Dropbox, Box

Communications - Members

▶ Schedule & Calendar

- ▶ Google Calendar, Choir Genius, HarmonySite

▶ Project & Task Management

- ▶ Asana, Trello, Google Sheets, Choir Genius

▶ Multi-User Chat

- ▶ Google Hangouts, Skype, Slack

Communications - Members

▶ Mailing List

- ▶ Google Groups, Yahoo Groups, Choir Genius, HarmonySite

▶ Email

- ▶ Gmail, Hotmail/Outlook, Yahoo

▶ Newsletter

- ▶ Google Docs

Communications - External

▶ Schedule & Calendar

- ▶ Google Calendar, Choir Genius, HarmonySite

▶ File Storage

- ▶ Google Drive, Dropbox, Choir Genius, HarmonySite

▶ Mailing List

- ▶ Google Groups, Yahoo Groups, Choir Genius, HarmonySite

▶ Survey

- ▶ SurveyMonkey

Communications - External

▶ Website

- ▶ WordPress, Google Sites, Choir Genius, HarmonySite

▶ Blog

- ▶ WordPress

▶ Email Groups

- ▶ Google Groups, Yahoo Groups

▶ Social Media

- ▶ Facebook, Twitter, Instagram, YouTube

Finances

▶ Banking

- ▶ Free at most banks with \$500 minimum

▶ Credit Card Processing

- ▶ PayPal, Square

▶ Accounting

- ▶ Google Sheets, QuickBooks, Expensify

▶ Dues

- ▶ BHS/SAI/HI, PayPal, Choir Genius

Music & Membership

▶ Music Sharing

- ▶ Google Drive, OneDrive, Dropbox, Box, Choir Genius, HarmonySite

▶ Member Information

- ▶ Google Sheets, Choir Genius, HarmonySite

▶ Member Events / Attendance

- ▶ Google Calendar, Choir Genius, HarmonySite

Marketing

- ▶ **Domain Name**
 - ▶ Google Domains, GoDaddy, Network Solutions, etc.
- ▶ **Traffic Analysis / SEO**
 - ▶ Google Analytics, Google Tag Manager
- ▶ **Business Cards**
 - ▶ VistaPrint
- ▶ **Merchandise**
 - ▶ CafePress, CDBaby
- ▶ **Ticket Sales**
 - ▶ Brown Paper Tickets, Eventbrite

Marketing

▶ Advertising

- ▶ Events - Meetup, Eventbrite, newspaper/website calendars
- ▶ Social Media - Facebook (including local groups, arts fans, etc.), YouTube, Instagram
- ▶ Radio PSAs - oldies, folk, jazz, and similar stations

▶ Customer Analysis & KPIs

- ▶ SurveyMonkey, questionnaire in show program
- ▶ Video recording of audience entrance and during show
- ▶ Google Sheets

Other Resources

Other Resources

Group Discussion - 10 Minutes

What Are Your Other Resources?

What other resources is your chapter using for operations and other needs?

Income

▶ Dues

- ▶ Is your chapter charging enough?

▶ Performances

- ▶ Cabaret - low effort, potential high income
- ▶ Program Ads - medium effort, potential high income
- ▶ Singing Valentines - high effort, potential medium income

▶ Auctions and garage sales

- ▶ Low/medium effort, low cost, potential medium/high income, free publicity

Income

▶ Donations

- ▶ Members are a great resource - your chapter is a 501(c)3 non-profit
- ▶ Employer matching - can add 50-100%

▶ Grants

- ▶ BHS Harmony Foundation - 30% to your chapter, 80% funding for special projects
- ▶ EVG Bud Leabo Fund
- ▶ Local arts funds, corporate arts grants - may require free performance

▶ Sponsorships

- ▶ Usually for one event or a limited time period
- ▶ Business benefits from community recognition
- ▶ Chapter must articulate the breadth of the exposure

Marketing

▶ Membership

- ▶ Free singing program - low effort, potential high growth
- ▶ Logo apparel - wear it with pride

▶ Audience

- ▶ Free or donation only show - no revenue, but huge potential to grow audience
- ▶ Reduced price - seniors, groups, businesses, etc.
- ▶ Value add pricing - buy 2 get 1 free, family pack, etc.
- ▶ Local news - always looking for human interest stories

▶ Advertising

- ▶ Seasonality - align with seasonal/special promotions

Music

▶ Directors

- ▶ Church choir directors - may be looking for additional income

▶ Coaches

- ▶ QCED - free/low cost

▶ Learning Tracks

- ▶ Chapter section leaders

▶ Performance Venues

- ▶ School theaters, community centers, senior centers

▶ Headliners

- ▶ Barbershop - QCED, other chapters, quartets that only charge for travel
- ▶ Non-singing groups - dance troupe, brass band, etc.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the page, framing a central white area. The shapes are angular and layered, creating a sense of depth and movement.

Example Chapter

Voices Incorporated

VI Tools

▶ Choir Genius

- ▶ Member information, mailing lists, schedule/calendar, member attendance
- ▶ Music sharing, riser placements, qualification tracking
- ▶ Project and task management, invoicing/dues collection

▶ Google Drive

- ▶ Public - event flyers, files shared with other chapters
- ▶ Members - member handbook, performance/contest logistic details, rehearsal recordings, photos, logos and marketing items
- ▶ Leadership - operations manual, accounting, marketing and other items

▶ Slack

- ▶ Members - announcements, channels for every major activity/event
- ▶ Leadership - motions, channels for every major activity/event

VI Income

▶ Member Contributions (“Dues”)

- ▶ \$15/month (\$180/year)
- ▶ Collected via Choir Genius invoicing (not BHS)
- ▶ Tax-deductible donation, eligible for employer match

▶ Donations

- ▶ Some members give beyond expected contributions
- ▶ Also receiving quarterly disbursements from Harmony Foundation

▶ Headlining

- ▶ VI handles 50% of the stage time for a flat fee
- ▶ Allows host chapter to do a better job with less repertoire - focus on ticket sales, program ad sales, and maximizing profit
- ▶ Allows VI to spend time singing, not hosting

Summary

The background features a white space on the left and a complex, abstract design on the right. The design consists of overlapping, semi-transparent green polygons in various shades, ranging from light lime green to dark forest green. These shapes create a sense of depth and movement, with some lines intersecting to form smaller, more intricate patterns.

What Have We Learned?

- ▶ Other chapters have the same issues - share your good ideas and copy theirs
- ▶ Alliances are easy and valuable
- ▶ There is a free (or low-cost) solution for almost everything your chapter needs
- ▶ Help is available, so use it

Additional Resources

- ▶ Harmony College Northwest

- ▶ <http://www.harmonycollege.org>

- ▶ EVG Regional Leadership Academy

- ▶ <http://evgadmin.org/members/Calendar.php>

- ▶ BHS Healthy Chapter Initiative

- ▶ <http://www.barbershop.org/education/healthy-chapter-initiative>

- ▶ BHS Education (Harmony U / HU Online)

- ▶ <http://www.barbershop.org/education>

Questions?

The background features a complex, abstract design of overlapping, semi-transparent green triangles and polygons. The colors range from light lime green to dark forest green. The shapes are layered, creating a sense of depth and movement. The overall composition is modern and clean, typical of a corporate or professional presentation slide.