



Six Week Singing Course

Pilot Training Day

Introduction

Recruitment is an on-going headache for many clubs and associations and barbershop is no different. Statistically speaking, only something like a quarter of the people you attract through the door (by whatever means) will want to join and, possibly, a quarter of those will leave again within a year.

To recruit 4 new members then, you need to get 20 people through the door. One of the proven ways of getting large numbers of people through the door is to offer a Singing Course.

The Format of your Singing Course

There are many formats for this and some options are:-

- Length. Courses have been 6, 8, 10 and 12 weeks long.
- Time. Generally the course is run on a chorus rehearsal evening but some choruses have run a course on a different evening. Sometime around January or September seems to be good because it ties in with the adult education year.
- Location. You can run the course at your normal rehearsal venue or at a different location.
- Attendees. You can choose to deliver the course only to your guests or to guests plus existing members.
- Content. All courses include at least one song to be learned but some have used more than one, sometimes as many as four. Sometimes videos are shown or guest quartets are invited. The basic educational matter may differ as well.
- Educator. Some clubs have run courses using entirely their own resources. Others have invited guest educators along at certain times. Yet others have run course delivered entirely by outside help.

Recommendations

- Six weeks is a good length. It is not so long to distract your chorus from it's program but it is long enough to 'hook' anyone who might be interested. It is also long enough to teach the basics of good vocal technique without getting into more advanced stuff or resorting to time fillers.
- Time and location. Your normal rehearsal venue and time is good because anyone who gets interested will already have developed a habit of reserving that time for barbershop.
- Attendees. This is your choice but it does your existing members no harm to visit the basics now and again.
- Content. One song is enough. The course is to teach people how to sing, not what to sing. Your guests will be able to learn one song by heart but more may be asking too much.
- Educator. Your choice but remember that, when you have recruited your new members, you have to keep up the good work or you'll lose them again.

Available Resources

This training day will supply you with enough resource material to run a successful Singing Course based on the 6 week format. You will receive :-

- A document that provides an overview of the planning and management aspects of running the course.
- A set of Educators Notes that provide the background knowledge and exercises necessary.
- A set of Student Course Notes. This is a pro-forma and will need a little massaging to fit your chorus but the core material matches the Educators Notes. These Student Notes form the basis of what you will give your guests.
- Training in how to successfully deliver the material and some hands-on experience.

In addition, the BABS Membership website has other materials such as advertising and PR which can save you a lot of effort. www.babs-education.info/babs-membership. There is also an on-line survey of courses already run which can help you decide what works and what doesn't.