

100 WAYS TO ENCOURAGE AND MAINTAIN MEMBERSHIP IN YOUR AGO CHAPTER

1. Appoint a membership coordinator for your chapter.
2. Invite potential members to AGO concerts, programs, meetings and social events.
3. Include membership forms and addressed reply envelopes with recruitment mailings.
4. Include a list of coming chapter events in recruitment letters.
5. Send a chapter newsletter with each recruitment letter.
6. List chapter services in recruitment mailings: newsletter, placement, programs, conferences, work shops, networking, membership directory, fellowship.
7. List AGO services in recruitment mailings: THE AMERICAN ORGANIST; conventions; life, disability, and health insurance; retirement programs.
8. Prepare an attractive AGO display for membership recruitment.
9. Exhibit AGO and/or pipe organ display (including membership forms) at local libraries (public/school/college), chapter events, workshops presented by colleges and music dealers, and street fairs and malls.
10. Open all programs to the public.
11. Open membership to all interested lovers of music.
12. Open membership to businesses especially those with connections with churches and church music including music store staff, funeral directors, religious bookstore staff, organ sales and maintenance people, and handbell salespersons.
13. Open membership to choir directors and members.
14. Open membership to handbell directors and ringers.
15. Open membership to all organists, young and old, beginning and experienced, trained and untrained, practicing and retired, amateur and professional.
16. Open membership to students at all levels.
17. Open membership to church worship/music committees.
18. Open membership to the clergy
19. Compile data bank of the names of potential members including members of music and arts clubs, school music teachers, college professors, professional musicians, MTNA (Music

Teachers National Association) members, as well as all musicians and clergy at local churches.

20. Compile data bank of churches/synagogues addresses and send membership information to their musicians and clergy (Contact ministerial associations, diocesan lists, and yellow pages, for names wherever possible).
21. Invite lapsed members to renew with personal telephone calls.
22. Encourage dual memberships for members with seasonal presence.
23. Place prospective members on newsletter mailing lists for several issues.
24. Encourage the participation of members' spouses.
25. Emphasize AGO's unique qualities: services provided nowhere else.
26. Have members make announcements about AGO membership at conferences, clinics and workshops sponsored by music dealers, colleges, the chapter, and other music organizations.
27. Extend the chapter geographical area to the boundaries of neighboring chapters.
28. Welcome new members in newsletter.
29. Welcome new members with membership packet, including cover letter, recent newsletters, TAO's , current yearbook.
30. Welcome new members with escort/host at first AGO event.
31. Make AGO events free of charge, wherever possible.
32. Encourage churches to pay annual AGO dues for musicians.
33. Sponsor certain memberships: financial hardship, retirees, outstanding/visible local musicians.
34. Allow members to pay for membership in installments.
35. Make chapter programs varied and relevant and appealing to a broad range of people.
36. Make chapter programs educational.
37. Connect some social events to regular programs.
38. Establish a special concerns committee to send cards and/or to call on the hospitalized or the

grieving.

39. Establish a special concerns committee to recognize members' special accomplishments with cards/notes/newsletter briefs.
40. Publish a regular newsletter before each chapter event, if possible.
41. Include as much chapter information as possible in the newsletter-programs, concerts, minutes, new members.
42. Include as much arts community information as possible in the chapter newsletter: concerts, public radio (Pipedreams), public television programming.
43. Invite chapter members to volunteer for next year's committees by providing a Committee Volunteer Form in the newsletter.
44. Invite chapter members to volunteer for next year's committees by providing a Committee Volunteer sign-up sheet at the last meeting or two of the current year.
45. Invite chapter members to volunteer to participate in the presentation of next year's programs by providing a Program Volunteer Form in the newsletter.
46. Invite chapter members to volunteer to participate in the presentation of next year's programs by providing a sign-up sheet at the last meeting or two of the current year.
47. Form a telephone brigade to remind members of chapter events, encourage attendance, share rides.
48. Offer discounted tickets to members for any AGO event for which there is a charge.
49. Discourage exclusive behaviors of all kinds within the organization.
50. Address professional concerns issues - fees, salaries, contracts, job descriptions.
51. Survey chapter members regarding musical needs and interests.
52. Wear name tags at chapter meetings at the beginning of the season.
53. Have officers greet members at meetings and programs.
54. Say "thank you" to everyone verbally and in print, as often as possible.
55. Report chapter events to THE AMERICAN ORGANIST, using members' names where possible.
56. Maintain up-to-date and accurate membership mailing lists.

57. Write or call on inactive members periodically.
58. Involve members to whatever extent they are willing to be involved.
59. Recognize members who have reached milestone membership anniversaries.
60. Encourage individual members to pursue “pet projects” within the organization.
61. Encourage members to attend AGO regional and national conventions.
62. Send membership cards and directories to members early after the renewal/registration process.
63. Feature a “member of the month” in the chapter newsletter.
64. Involve local choral ensembles and their directors in chapter programs.
65. Provide master classes by guest recitalists for young organists.
66. Encourage members to present organ demonstrations and adult education forums within their congregations.
67. Involve church choirs in the presentation of large choral works and hymn festivals.
68. Provide workshops for rural church musicians.
69. Provide choral reading clinics for regional church choir directors.
70. Provide organ reading clinics for regional organists.
71. Establish a chapter handbell choir.
72. Establish a chapter choir.
73. Present some chapter programs in outlying communities.
74. Provide a speaker’s bureau for service clubs, Chamber of Commerce.
75. Present some chapter programs in unusual venues (nursing homes, libraries).
76. Establish a presence within the community through an annual fund drive.
77. Establish a presence within the arts community by writing grant proposals.
78. Establish a presence within the arts community by maintaining membership on the local arts council.

79. Establish a presence within the community by sending announcements of all chapter events to all community calendars, arts calendars, and newspaper calendars.
80. Cooperate with local colleges and schools in presenting concerts/recitals.
81. Cooperate with artist series (community, college, and church) in presenting concerts/recitals.
82. Establish rapport with local public radio and television stations.
83. Cooperate with civic choral ensembles and orchestras in the presenting of concerts/recitals.
84. Maintain a permanent address - post office box.
85. Seek advertising by businesses in chapter newsletters and directories.
86. Create an annual slogan or theme.
87. Develop a chapter logo and create a chapter banner.
88. Present organ demonstrations by members for school children.
89. Sponsor pipe organ encounters (POE) and/or organ academies for new/potential organists.
90. Sponsor recitals by keyboard students of area music teachers, especially members of AGO.
91. Cooperate and exchange programs with neighboring chapters.
92. Encourage school and college choirs to use organ accompaniments and to use churches with good organs for their concerts.
93. Compile data bank of potential donors - members, arts council mailing lists, donors to other arts organizations.
94. Compile data bank of potential concert/workshop attendees for publicity purposes.
95. Compile data bank of addresses of media for publicity purposes.
96. Announce AGO events in local newspapers (releases, interviews).
97. Use the electronic media to announce AGO events (public service announcements, interviews).
98. Offer free tickets to those in financial need - members and non-members alike.
99. Establish a chapter library and a chapter archives.
100. Appoint a chapter historian and a chapter photographer.