



Hums & Glisses



Volume 7 Issue 4 1/2

December 31, 2006

This is an addendum to Issue 4 – My apologies for not including an article submitted by Chris. I've been having intermittent problems with my email, both sending and receiving. Here is Chris' article which was submitted well in advance of publication but never received by me. Also, apologies to Mrs. Hayden for not correcting her new name. Enjoy and Happy New Year! - Gail

Marketing Champions

This year is a banner year for New England Voices in Harmony. We have a great track record and are a wonderful asset to the community, yet we continue to be our own 'best-kept secret.' It's time to expand our marketing efforts and start promoting ourselves as the champions we are.

New Marketing Materials

Our key marketing focus for the next two years will be to gain more visibility within the local community. This will help us get more performances, get recognized, attract new members...and so on.

Over the next weeks, we'll be introducing new show flyers, membership flyers, counter cards and other materials. To keep costs low and maintain flexibility, we'll be printing small numbers of materials and updating, as needed, so we can modify campaigns & messages on a timely basis.

Key Messages

Everyone should know and be conversant about our record of accomplishments.

- **International 4th Place Medallist Chorus** – Be proud! When you feel like a champion, you reflect that to the world.
- **Consistently an Award-Winner** – We have finished in the 'Top Five' in every single Area contest we've ever entered! We are current Area Silver Medallists. Our record of achievements includes being: past Area Champions, 3-time winners of the Area 2 Achievement and Elaine Peters Small Chorus Awards, 2-time winners of the G. Ruth Geils Memorial Award, plus we've also won the LABBS Trophy and Rising Star Awards.
- **Image** – We want to portray the image of "a dynamic, enthusiastic group of women," "excellent performing artists" and "good partners, good sports and good citizens."

How You Can Help

- **Evangelism** – We should all be able to talk, with ease, promoting the chorus with: friends and neighbors, business associates, community leaders, clubs and organizations, prospective patrons, sponsors, and benefactors.
- **Performances** – To appeal to a broader audience, we need more flexibility and variety in our performances. We also need more quartet and octet involvement to expand our performance possibilities. With a varied repertoire and additional participation, we could offer some innovative 'theme packages.'
- **Photography** – We need more action shots, close-ups and dynamic photos for our flyers, brochures, website, etc. to help convey a more dynamic image.
- **Arts in the Community** – We need to connect with other arts organizations in the community that will mutually benefit our organizations. If you are a member of one, or already have connections, let us know.
- **Grants** – We need volunteers to investigate grant opportunities & funding available for an alternative source of revenue.
- **Marketing Leads** – Since our membership is so spread out geographically, we need support to help provide performance leads in your local communities. Local residents have more clout and know about opportunities or events that our Marketing Team may not know about.
- **Membership Drive** – As membership growth is truly a 'top-priority' for our chapter – let's all get involved to launch a successful membership drive in 2007. Our Guest Nights will take the commitment and follow-through of everyone – and we can do this!
- **Volunteer** – If you have talents or ideas to share, do so. If you've got graphic design skills, we can use them. Or, if you've got ideas, like developing a chorus CD, launching a new membership campaign, orchestrating a new fundraiser...let us know!