



## CHECKLIST FOR RECRUITMENT CAMPAIGN

### Ways to Contact Potential New Members

- Initial contact can be a short phone call, e-mail or face-to-face if you are at an event at which people interested in church music are in attendance
- The initial contact can be brief and simply ask if the person has heard of RSCM America
  - Enthusiastically share with the person two or three things that you value
  - Ask about the person's music program and point out one or two things RSCM America can provide for them in their specific situation
  - Invite the person to meet with you in the near future to share a more detailed account of RSCM America
    - Contact us and we can provide you with the Introductory brochure, the *VOICE for LIFE* leaflet, membership information and the Summer Training Courses brochure
- The more detailed meeting can be as involved as you want
  - Meet for a cup of coffee/tea
  - Meet for lunch if you feel more comfortable with that
  - Meet at their place to have them show you around their situation
    - You can then ask questions about their situation
    - Ask about their music library and talk about the materials available through Lois Fyfe Music, Cliff Hill Music and GIA Publications
    - Meet their fellow staff members and introduce yourself as being from RSCM America
  - This the meeting to which you would bring your printed materials

### Talking Points

- After ascertaining the kinds of choirs the person has, acquaint them with the *VOICE for LIFE* scheme
  - Easy does it! This is a huge scheme and overwhelming to the newly initiated
  - Start with a quick synopsis of the materials in the Director's Handbook and the value of the Workbooks
- Inquire about the music library and discuss the options available through Lois Fyfe Music, Cliff Hill Music, and GIA Publications
  - There are music books with pieces meant to be photocopied to help save money for institutions that are financially challenged
- Show the Summer Training Courses brochure and point out the wide range of choices
  - Underscore the fact that there are courses available for ALL age groups
  - Many adults are so moved by their first experience at a course that they use their vacation times to attend
- Help the person appreciate the network of like-minded people that provides an environment of collegial support
  - Joint projects are always exciting for our choirs – good for a bit of a boost and inspiration
- RSCM America is a charity. Our dues, like in any charity, help the work of the organization and ensure the future of quality music in worship for us and for the musicians that follow us