



TALKING POINTS FOR INDIVIDUAL RECRUITMENT

SAMPLE 1:

The challenge for the RSCM is both demanding and exciting—there is immense potential for further development—but like all charities, we need support.

Extending membership and bringing in many more people, choirs, and churches will be central to our operations over the next few years, so that church music can not just survive, but flourish and grow.

You have been given a leaflet and it would be wonderful if you were able to become more involved with our work by signing up as an RSCM Friend or Individual Member today. Or if you already support us, perhaps you have family members, friends, or know people from the choir or congregation in your church to whom you might give a copy.

By becoming a Friend, Individual, or Affiliate of the RSCM, you can help to secure the future of church music. Through the RSCM we have an exceptional opportunity to influence and support the lives of musicians in a very special way and this should always be central in all that we do.

SAMPLE 2:

The text below is based on a speech given by Lindsay Gray, RSCM Director, at Celebration Day 2008. It is purely intended as a guide for Areas to promote the work of the RSCM at local events. Please feel free to adapt or extract from this as required.

It's wonderful to be together on an occasion like this. Thank you for coming to take part in our [name of event], and we trust that everyone has enjoyed themselves! We hope you feel musically and spiritually refreshed by joining with other musicians and Christians in our Area.

We hope especially that you can take something back with you from today to encourage your local church and community. We need to support one another, whatever our involvement in church music. As we all know, there are many churches without a choir, an organist, or someone to lead the music. Maybe you are facing particular difficulties at the moment. Or perhaps the music is strong where you are, but you know of others who long to be better equipped to lead and coordinate effective music in their own churches.

If you are already an Affiliate, Individual or Friend of the RSCM, you will know that today's festival is part of a national program of events, courses and training for church musicians. Come and talk to a Committee member for advice about the opportunities and resources available to you.

If you are not a member, perhaps you are wondering what RSCM America does. We are a charity, mostly run by volunteers. We support music in all churches, chapels and other

establishments, including schools, where sacred music is used and performed. We work with people of all ages and all levels of skill in many different countries across the world. Our members come from many different church denominations and traditions.

Our mission is supporting, developing and sustaining church music of all kinds, and enabling others to achieve the best use of good music in worship. What a huge challenge! This is an exciting time as we look to develop and expand what we can do. But, like all charities, we need support.

Whether you are a church musician, a member of a choir or congregation, or someone who simply enjoys church music, you can help. Please consider getting involved by:

- Signing up as an RSCM Affiliate, Friend or Individual Member
- Telling friends, family, or someone in your choir or congregation about the experience you have had today

Members receive an attractive range of benefits, and have access to a wealth of information and expertise. By becoming a Friend, Individual or Affiliate of RSCM America, you can help to secure the future of church music for young and old, and play a vital part in realizing our vision for musical education and outreach.

We believe that music can and does bring us into God's presence, and at RSCM America we want to share this wonderful gift of music with as many people as possible. Do please support us.

SAMPLE 3:

"What do I get for membership?"

- *Church Music Quarterly & Sunday by Sunday*, a quarterly liturgical planner
- Discounts from certain music suppliers (Affiliate Members can make bulk orders)
- Significant discounts on American courses

"Why should I become a Friend of RSCM?"

- Your gift advances the mission of RSCM in the U.S. and around the world: to enable the best use of music in worship, church life, schools, and the wider community
- You will be helping to train an enthusiastic new generation of composers and performers who will be perpetuating our magnificent heritage of sacred music, offered in the service of Christian worship

More information and materials are available from Kevin Radtke, Coordinator of RSCM America, at Westminster Choir College, 101 Walnut Lane, Princeton, NJ 08540 609-921-3012 or office@rscmamerica.org