

JOIN THE CLUB!



The 100% Club **Give 100%, Get 100%**

Recruit five members in 2006 and your dues are paid!

- Everyone can win, not just the superstars!
- Simple and easy to understand.
- No need to "sign up" or to "pay to play."
- Recruit all year long!
- Hold your guest night on your schedule. You're the boss!

We've got your plan!

That's right! You'll receive a free ride in 2007 and pay no Society dues. Most districts and many of chapters are extending this campaign to include district and chapter dues as well so don't miss this great opportunity! Also, 100% Club members will receive this special member button which can be worn proudly at chapter, district and Society events. 100% Club members will receive special recognition at district and Society events. Chapters with a large number or percentage of 100% Club members will also receive special recognition! 100% Club awards are based on recruiting throughout the 2006.



Recruiting even one new member is important!

For every new member recruited, you will receive a 20% discount off your Society dues in 2007.

Build On The Success Of **"You Can Sing Too!"**

Can I use many of the same tools and support materials that were provided for "You Can Sing Too?"

You bet! The support materials that helped you with "You Can Sing Too" can still be used to help you become a member of the 100% Club!

- Radio Spots
- Newspaper Ads
- Recruitment Do's And Don'ts
- Prospect Prompter
- Guest Survey Form
- How To Sell Barbershop To A Prospective Member
- The www.youcansingtoo.com External Website
- New Toll-Free Recruitment Hotline



• Plus, don't forget about the new recruitment brochure now available from Barbershop Harmony Society Headquarters!

For More Information

800-876-SING
www.barbershop.org/theclub



RECRUIT NEW MEMBERS!



You Can Do This... Like These Guys!



Bruce Richardson—Kankakee Chapter

**Member
3 Months**

**Recruited
ten new
members
since
August 1,
2005**

I joined the Society in July of 2005, so my enthusiasm is still fresh and genuine, and I think guys I talk to sense that. The old me would have been extremely shy about approaching anyone. Now I talk to anyone who will listen. If you want the new members, you gotta get out there and keep casting that line. Every new member can be your big one!



Steve Tremper—Central Carolina Chapter

**Member
24 Years**

**Recruited
seven new
members
since
August 1,
2005**

I was a barbershopper for over 24 years before I brought in my first member! Membership recruiting is not a one-shot deal, with a well placed radio ad, or a single guest night. It is a relentless activity, one that must be tended to daily. Figure out what motivates you to want to bring in a new member to the Society. It's a great feeling when a new guy says, "Where have you guys been all my life?? I love this!"

The Top Ten Reasons To Recruit



- 1 More members means more tenor singers.
- 2 More members means more quartet singers.
- 3 More members means more tag singers.
- 4 More members means more people to sell show tickets, bigger show audiences and louder applause for your performance.
- 5 More members means more future role models. Imagine being the genius who recruited guys like Jim Clancy, Dave LaBar, Dave Stevens and Jim Kline. Imagine the countless lives your protégés might influence.
- 6 More members means more future coaches for your chorus or quartet. The new guy you recruit might eventually be the one who brings out your inner champion.
- 7 The average chapter loses about 11% of its members each year.
- 8 The average chapter must recruit four new members each year just to replace the members it loses.
- 9 Operating without a plan to replace these lost members can have a devastating impact on your chapter and your barbershop experience.
- 10 More members means more dynamic and talented music and administrative leaders to grow existing chapters or start new chapters.