



How many of your chapter problems would be fixed with an additional 10 new members?

How much more fun would your chapter meetings be if there were an additional twenty men raising their voices with yours in harmony?

If you answered positively to both of the above questions then “Let’s Go ChristmaSING” is something you might want to do as a Chapter. Let’s face it, most chapters already do a good portion of this program; (rehearse and publicly perform Christmas Music) So why not put in that little bit of extra effort and reap the satisfying rewards of meeting new men who like to sing and possibly be a little better known in your community?

Let’s Go ChristmaSING is Seneca Land District’s BIG Idea around Membership Recruitment and Public Awareness. And to that end for the first time the District will be providing chapters with kits, kits which are full of real tools with which your chapter can begin to realize your membership and PR dreams. All you have to do is make sure that your chapter Opts-In to this program. There will be a couple of ways for you to do that. The first way, is to make sure that your chapter president registers your chapter for the program via responding to an email invitation that was sent to all chapter presidents on September 2<sup>nd</sup>. The second way, if you missed the first, is to call 315-396-0993 and proudly announce that your chapter wants to participate.

Okay, so you think you might want to participate what do you get from the District and what do you have to do?

Here's what your chapter will receive from the District (for FREE):

- ChristmiSING Business Cards
- ChristmaSING Trifold brochures suitable for handing out or mailing
- ChristmaSING Flyers/Posters
- ChristmaSING Media Kits (with public service announcements ready for radio)
- ChristmaSING Government Kits (suitable for your Mayor's Office, Chamber of Commerce)
- Yard Signs

(The Quantity of the above will be based upon the size of your chapter's membership)

Here's what your chapter needs to do:

- Set up appointments with your Mayor's office and the Chamber of Commerce and drop off the Government kits, talking about the virtues of Barbershop and what your chapter would like to do for the community this holiday season
- Set up appointments with your local media (Radio, TV, Print) and drop off the Media Kits, talking about the virtues of Barbershop and what your chapter would like to do for the community this holiday season
- Have your members hang Let's Go ChristmaSING flyers/posters throughout your community (maybe have guys get together on a Saturday morning for coffee and then spend three or four hours canvassing the area talking about your chapter and putting up flyers)
- Strategically put up yard signs in high traffic areas /intersections
- Order enough Yuletide Favorite books and other Christmas music so that all the guests that show up have music with which to sing!
- Rehearse as normal, perform in the community as normal (Just like you probably always have, but now with more guys singing with you and a greater awareness in your community)

That's it Seneca Land, a turn-key program. This Fall let's give the gift of singing harmony to our community. **Let's Go ChristmaSING!**