

Milwaukee Children's Choir Marketing Plan

Mission Statement: Milwaukee Children's Choir provides children with exceptional choral music education and performance experiences that foster creativity, personal expression, and social growth.

- "Building noteworthy Character"

Goal: To increase enrollment and to gain a bigger following → Use social media

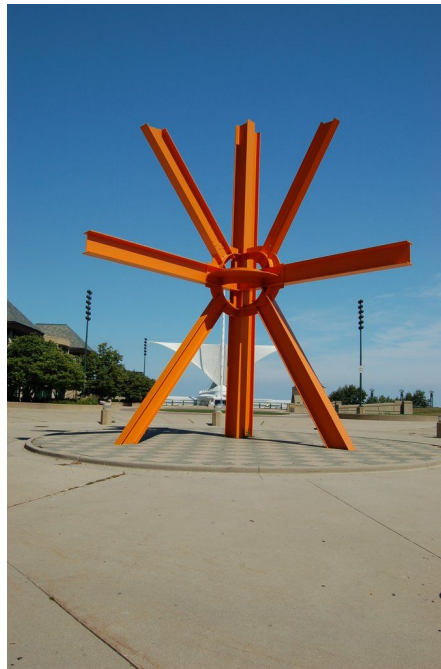
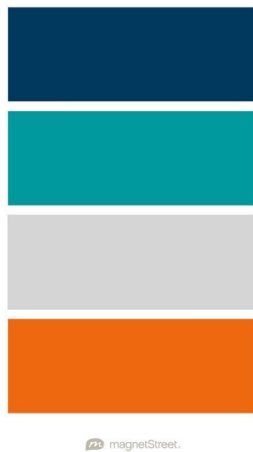
- Overall, MCC would like to grow the program to about 400 choristers (186% increase)
- 175 total choristers right now. Gaining 25 choristers would put enrollment at 200 (14% increase)

Target Psychographics/Demographics: Parents of children who like to sing/are involved with theater/music, aged 30-50, live in Milwaukee, Racine, Ozaukee, Waukesha, and Washington counties, inner-city, low income

Questions to ask:

1. What is MCC doing to market their organization right now? How is MCC getting the word out?
 - a. Friday Feature blog posts/rehearsal look in posts, boosts posts for concerts (\$)
 - b. In school programming
2. What makes being in Milwaukee Children's Choir worth their time? Why should they join? What sets this organization apart from another organization?
 - a. The curriculum
 - i. Other choral programs don't necessarily teach, they just sing. MCC does music theory education and offers performance experience
 - b. What we need to work on
 - i. How to retain kids who can't commit (How kids can do MCC as well as other extracurricular activities?)
 1. Eliminate "competition" by not making other organizations competitions

How to increase enrollment and gain a bigger following
WORD OF MOUTH:



- Update flyers and brochures (cost?)
 - Brochure
 - Page 1: New color scheme - orange and blue
 - Orange sculpture in downtown Milwaukee represents Milwaukee community
 - Orange and blue are more welcoming colors than red and black, more kid-friendly
 - MCC logo, "Milwaukee Children's Choir, 25 years of building noteworthy character, schedule an audition"
 - www.milwaukeechildrenschoir.org
 - Page 2: Mission statement
 - 25 Years of MCC
 - Since 1994, premier youth choir, exceptional choral music education, affecting lives of over 1,000 children each week,
 - Collaborating with MSO and Milwaukee Ballet
 - Picture from performance with 4 Tops
 - "Performs with groups like the 4 Tops!"
 - Page 3: Tour map
 - "Opportunities to tour!"

- We've gone to the Bahamas, New York City, Austria, Prague, Italy, Toronto, England, and Japan
- Map of the places MCC goes on tour (most recent), place pins/dots on the places in the city you go
- Page 4: Programs and Locations
 - Rehearsal locations on Eastside, Westside, or Downtown
 - Prelude: Beginning choir, geared towards children grades 1-3. Focuses on developing singing techniques and performance etiquette.
 - Training: Intermediate choir, geared towards children grades 3-6. Teaches two and three-part pieces, choristers continue to learn music theory. Focuses on vocal technique. Perform at concerts, recitals, at regional tours.
 - Resident: Advanced choir, geared towards children grades 5-8. Focuses on developing a unified sound. Continues learning music theory, performs regularly during the school year and tours throughout the Midwest.
 - Voices of Eterna: An advanced choir geared towards children in grades 5-10. Choristers polish vocal technique, learn more advanced music theory, and perform with professional groups throughout Milwaukee. Perform at concerts, recitals, takes tours nationally and internationally, and participates in choral festivals.
 - Youth Chorale: A mixed-voice choir geared towards children grades 9-12. Learns advanced music theory, sing advanced SATB collegiate level music in many languages. Performs in annual concerts, special performances, tours nationally and internationally, and performs with professional orchestras and choirs in Milwaukee.
 - Lake Country: Based in Hartland, WI. Blends a chorister's abilities, age, and musical knowledge, offering multiple grade levels a safe learning environment.
- Page 5: Schedule an Audition!
 - Takes 15 minutes with little to no advanced preparation!
 - Know a song and be prepared to sight read
 - Go to www.milwaukeechildrenschoir.org/audition
 - Scroll down and click "CLICK HERE TO REQUEST AND AUDITION"
 - Fill out the Audition Request Form
 - OR email membership@milwaukeechildrenschoir.org
- Upon Acceptance...
 - Auditionee will receive

- Invitation to register for membership
 - A registration packet
 - Tuition Agreement, attendance policy, chorister handbook, and the season calendar
 - An online Family Participation Form
 - “MCC partners with families to provide need-based tuition assistance for qualifying choir members. No child will be turned away due to financial need.”
 - For more information, go to www.milwaukeechildrenschoir.org
 - Page 6: Sponsors, contact information
 - Flyers - Simple version of brochure
 - “Milwaukee Children’s Choir”
 - “Building noteworthy character for 25 years”
 - “Schedule an audition”
 - www.milwaukeechildrenschoir.org/audition
- “Bring a Friend” Week
 - Once in fall, once in spring
 - When choristers bring a friend to rehearsal, require a deadline to provide a name and parent contact information (name/email/phone number) for each friend
 - New tab under events
 - Google form (like what is currently under the Registration tab) → turn responses into a google spreadsheet
 - You’ll have parent contact info stored in one location
 - To register a friend, have them go to www.milwaukeechildrenschoir.org, look under “Events” tab, click “Bring a Friend Week,” and have their parents register
 - Have choristers friends take flyers to take home and share with parent after rehearsal
- Summer music day camp - 5 days, Mon-Fri, 8 am-3 pm (7 hours),
 - Cost depends on location, camp t-shirts, feeding the children, music score, accompanists
 - Open to MCC choristers and children who aren’t in MCC already, simulates MCC season
 - Two age groups: 5-11, 12-18
 - Music theory classes → placement based on theory test taken at the beginning (morning) of first day
 - Learn 1 (2?) songs each
 - Fun activity at the end of camp (cost dependent on activity chosen)

- Alternative for choristers who can't afford to go on tour (depending on cost of tour and amount of fundraising done)
- Community center room rental (MYAC building?)
- Find a church willing to donate space

- **ALUMNI RELATIONS**

- Who are MCC alumni?
 - People who joined the program, committed, and aged out.
 - Anyone who participated in an MCC choir for a full year (committed), but couldn't/didn't return for various reasons
- Marketing to Alumni
 - Post a #ThrowbackThursday picture and ask alumni to tag themselves and their friends
 - Feature an alumni every month
 - "Where Are They Now?"
 - Name, years in MCC, what have they been doing since aging out of MCC, what they gained, advice for current students in MCC now
 - Pictures - then and now
 - Recruiting
 - They probably know children from their communities
 - Create a video montage of alumni saying what they gained from being in MCC and what they enjoyed about MCC
 - Use the alumni Facebook page to reach out to alumni to include
 - Send them questions, ask them to create a video of themselves answering the questions, enthusiastically.
 - When did you join MCC? How long were you in MCC? Where are you now? What did you like best about MCC? How did being in MCC help you grow as a person?
- How to store alumni information
 - Google Spreadsheet (already exists)
 - Name, email
 - Alumni Facebook page
 - Optional for alumni who want to stay in contact with each other/the organization
 - Keeps alumni in contact with each other/the organization
- 25th anniversary concert
 - Emily Crocker is arranging/writing a piece
 - Invite alumni to the concert
 - Reach out to alumni, see if they're interested in learning the song
 - Email parts out

for participants to learn about their heritage and see positive, non-violent images of African American life. Our after-school theatre sessions equip girls and boys with discipline and teamwork skills in a safe learning environment. Our drama and music selections are drawn from the rich history of African American arts, African traditions, and the multicultural diaspora.

- BRAVO! Youth Ensemble → Combined concert?
 - Choral extension of AACT
 - In collaboration with Arts@Large
 - Arts@Large: activates Milwaukee's education communities to build environments that support arts-rich, life-long learning
- Danceworks and Milwaukee Ballet (youth programs)
 - Milwaukee Ballet
 - Student Divisions
 - Beginning and intermediate levels
 - Combined recital/performance → MCC sings classical/contemporary songs that feature dancers from each program
- Outreach to teachers/Recruit at local public and private schools
 - Build positive relationships with music teachers
 - Take flyers and brochures to schools
 - MPS schools with choir programs
 - Bay View High School
 - Ronald Reagan High School
 - Rufus King
 - High School of the Arts
 - Milwaukee Parkside School for the Arts (elementary/middle)
 - Elm Creative Arts School (elementary)
 - Instrumental music
- Create recruitment videos if you can't make it to schools to recruit
 - "Audition tips" video
 - 60-90 seconds
 - Includes Erik, Rachel, and Lisa → introduce yourselves
 - Enthusiastically - "We would like to invite you to audition for the 2018/2019 season of Milwaukee Children's Choir! This year marks an important milestone for MCC because we have been an organization for 25 years! As choral educators, it is our duty to provide children with a safe space to receive quality music education and performance experience. As the choral directors, it is our job to listen to all auditions so we can decide where you fit best. We would love for you to do the best you can. Auditions are only 15 minutes with little to no advanced preparation. The

audition process is simple - we will ask you repeat a musical phrase, like a vocal warm up, and we will ask you to sing “Happy Birthday.” And that’s it! Show us your best qualities! We’d like to hear you sing! So with that, thank you for your interest in Milwaukee Children’s Choir and good luck!”

- “For more information, please visit www.milwaukeechildrenschoir.org”
- Example: <https://www.kidsfromwisconsin.org/info>
- “Come Sing With Us” video
 - Interview choristers, ask them to describe MCC, what they like about being in MCC, what kinds of music they like to sing, if they like soloing, what performing is like, if they like performing/singing in front of an audience, what they learn from studying music theory
 - Example: <https://fwcchoir.org/why-fwcc/>
 - Why Fort Wayne is a good example: Fort Wayne Children’s Choir has about 315 choristers in their program, relies heavily on relationships with local music teachers in schools as a tool for recruitment and a “Come Try Us” week where students bring a friend. They boost posts, personally reach out to community leaders and philanthropists to invite them to like their page. They have a 7:1 ratio for concerts, which includes parents and friends, “music supporters,” and corporate sponsors. They send regular press releases to local media outlets and follow up with them to maintain relationships.
 - As for chorister retention, they communicate openly and frequently with their choristers to make sure their students are having the best possible experience they can. They also have a board of parents who help organize social events and other fundraising activities.