

Vice President's Report

On 07/29, I attended GALA's Zoom meeting entitled:

How Boards Can Lead Through COVID19.

I'm happy to report that GALA suggested doing a lot of things that we have done recently through our strategic planning. Some key points are:

1-What is working for us and what isn't?

Consider the impact on the financial health of the organization as well as our audience, donors and members.

2-Who is doing what?

How will leadership step up and who will do what? Everyone must know what they are expected to do.

3-Do people understand what is going on?

What are our goals? How do we adjust? Over-communication is key right now. Communication with the board, members, donors and audience.

4-All hands on deck!

Everyone is needed. Everyone must be involved. Members need to be engaged. It is vital to the survival of the organization. We must articulate the chorus' mission and vision. Everyone must understand the spirit of them and work to keep them going.

5-Budget

A few key concepts were:

a-Break the budget into smaller time blocks (like quarterly) and reassess the numbers as you go. There is no experience to fall back on in this situation, we must think outside the box.

b-Scenario budgets – Steve already did this! Our budget has a high/low component for this year.

6-Fundraising

Things grew a bit more scattered as the meeting went on. Ideas came flying from many different people. Here were a few that caught my ear:

a-Do not do a COVID Crisis Fundraiser. If you do that, you can only do it one time. A crisis cannot be repeated.

b-Use music as an emotional lynchpin.

c-Know the impact of what's happened financially and tie it to your mission and vision.

d-Be strong and optimistic-portray things in a good light.

7-Misc Fundraiser points

Are you working with your current donor base?

Expand your donor base

Incorporate business and corporate sponsorships into your strategy

Include foundations

Acknowledge those who give-include members and alumni

Arts Associations & Foundations must set aside money for COVID, hit them up

Your message should be a memorable message, positive/compelling that accurately reflect situation

Thank donors and audience more so than usual

Be unapologetic about asking for money

8-Membership involvement

Keep your members engaged through virtual programming fundraising and marketing.

9-Audience engagement

Utilize constant, meaning touches. Share music and seek feedback.

10-Licensing

In considering virtual concerts, licensing can be a big issue. There is a section of the GALA website in the resource section dealing with quarantined chorus licensing. One quick tip – avoid songs owned by Disney and Sony. They'll be flagged and taken down.

11-The Board's Duty

We are responsible for the health and survival of the group. We need to plan, meet often and stay flexible.

12-The Hiatus Concept

One chorus asked what the opinion was of the group taking a hiatus. GALA absolutely does not recommend this. When things open up again, your group will have to start all over.

13-Misc ideas

a-Heartland Men's Chorus is taking this time to rebrand themselves. Check them out on Facebook under hmckc

b-Video ideas – aside from old chorus videos, post new videos from one or two members singing and even non-singer videos from supporters about why they love the chorus.

