

A close-up photograph of a violin and its bow resting on an open music book. The violin is made of polished wood and is positioned diagonally across the frame. The bow is made of wood with white hair and a black grip. The music book is open, showing several pages of sheet music with notes and staves. The background is a dark, textured surface, possibly a carpet or rug.

Women's Symphony
League of
Tyler, Texas

MEMBERSHIP
RECRUITMENT

2021-2022

Member Recruitment – Attracting Young Volunteers



- ♦ The purpose of member recruitment is to provide a pipeline of new members each spring to support the mission statement of the WSL of Tyler. That mission is to support the East Texas Symphony Orchestra (ETSO) and encourage music education within our community.
- ♦ Recruitment is important to providing an ongoing channel to find new members and to balance the aging WSL volunteer population.
- ♦ What is the main attraction for new members? Junior Symphony League!
 - WSL active members may nominate their son or daughter to be a JSL member during the student's junior and senior year of high school if the WSL member has actively participated in WSL for 3 consecutive years or 5 non-consecutive years and remains active through their student's JSL membership years thus providing an active member base for at least 5 years.

Why be in Junior Symphony League?

- Provides meaningful volunteer experience
 - JSL students serve as ushers at the East Texas Symphony Orchestra and provide administrative assistance to the ETSO office when needed.
- Learn concert etiquette
 - JSL students are provided a Saturday session to learn from the Maestro. Not only do they serve as ushers, but they also attend a concert as a guest when not serving.
- Plan their own fundraising efforts for music education
 - The JSL students participate in one fundraiser of their own every year. Money raised is contributed to the East Texas Youth Orchestra and WSL for inclusion in the annual donation to the ETSO.
- Eligible for Distinguished Service Award by exceeding specific volunteer requirements.
 - All JSL members who go above and beyond in service hours and fundraising opportunities are given a special recognition.
- Promotes leadership development
- Provides a college application advantage
- JSL students who meet all requirements are recognized at the annual WSL Benefit Ball.



Recruitment twists over the years

- ♦ The Membership Recruitment Committee consists of a Chairperson and up to 6 committee members. They are charged with identifying mothers of 7th grade students in all schools in the Tyler area including surrounding cities and communities.
- ♦ Recruitment has changed over the years. Contact information that was once readily available is no longer due to privacy concerns. Member recruitment had to find a new way to reach out to the young moms in the community. They now use:
 - ♦ Networking with current WSL members who have students in each of the local schools,
 - ♦ Networking at our public fundraisers,
 - ♦ Use of social media,
 - ♦ Ads in the local newspaper and local Tyler Today magazine, and
 - ♦ Word of mouth at popular student events such as "social dance" lessons and cotillion.
- ♦ In 2021, the Membership Recruitment Chairperson created and personally funded a flyer to be handed out at networking events to promote membership in WSL and JSL.
- ♦ Recruitment does not require budget allocation.

Welcome!
You have been invited
to join the
Women's Symphony
League

Don't be late for the ball...

The Timeline

- 7th Grade:
Request membership
by March
- 8th, 9th, 10th
Grade:
WSL membership
- 11th, 12th Grade:
Student JSL
membership &
WSL membership

The purpose of WSL is to support and promote the growth of the East Texas Symphony Orchestra and to provide scholarship and music opportunities for students of all ages within our community.

www.wst Tyler.org
For any questions, please contact Michelle Negem
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The Impact of Membership Recruitment?



- ◆ Recruitment in the Spring of 2021 for WSL returned 35 new members that will invest in the league for at least the next five years and helps maintain and active membership of approximately 250. Total active and sustainer membership is 500+. Active member requirements provide financial and non-financial support of symphonic music in our community.
 - Annual membership dues - these dues cover the administrative costs of the league to allow it to continue to exist.
 - Concert attendance - all new actives are to purchase a ticket to and attend at least one concert. This helps to support the ETSO through attendance and ticket sales.
 - Attend 2 general meetings per year - this provides the member with the information such as updates from the Executive Director of the ETSO, fundraiser progress and needs, committee accomplishments, etc.
 - An ETSO season ticket purchase can replace one meeting credit.
 - Serve on a WSL Committee - committees include feeding the ETSO musicians, housing the ETSO musicians, ETSO concert reception, scholarships, school concert, working on one of two fundraisers each year, or provide administrative assistance for the league.
 - Purchase a ticket to one of two fundraisers each year - these fund our scholarships to school age musicians and college students as well as our annual donation to the East Texas Symphony Orchestra.