

*Women's Symphony League  
of Austin - Strategic  
Recruiting Plan 2018-19*



**Presented by Shannon Meroney  
New Member Recruitment Chair  
2018-19**

# *Purpose of the Project*

- Fresh approach to traditional recruiting methods (asking members to invite friends);
- Previous methods of recruiting were not strategically geared toward:
  - ladies with children eligible for Jr Royalty in Ball;
  - ensuring geographic rep of all areas;
- New strategic recruiting method is systematic, focused on WSL revenue generation through dues increases and more junior royalty participants

# *Project Development*

- We implemented this project to address some decreases our League had seen in:
  - new member applications overall;
  - new members in certain areas of town/specific neighborhoods;
  - junior royalty participants in our ball (an overall revenue generator);
  - Overall Jewel Ball sponsorship revenue;

# *Project Results/Financials*

- Recruited 77 new members (previously 60);
- 110 members sponsored new members;
- Historically, recruitment class was 50-60 members; we saw a 29-54% increase
- We can track around \$10,000 of new revenue due in some part to our recruiting success (increased dues, increased junior royalty, increased sponsorship dollars) in 1 year;
- Budget: \$250 total for reception expenses

# *Timeline for Implementation*

- **Nov – refresh materials, determine app d/l**
- **December – sort databases by zip; review maps, create geographic target lists, recruit Recruiting Leads in those zips, create prospect lists for each zip for each royalty age**
- **January – post forms on website, plan reception, social media calendar, draft/send emails to prospects and invite to reception**

# *Timeline for Implementation*

- February – engage social media campaign, email Recruiting Leads to contact prospects, remind members to recruit and invite, host reception and collect contact information, follow-up communications, remind due date
- March – continue to follow-up with emails + reminders about app due date, email reminders to Leads to reach out to prospects on wish list, send final reminder on due date

# *Impact on Community*

- Our League donated more funds than previous year due to increased revenue;
- Our League grew stronger due to increased membership overall;
- Our presence in the Austin community was enhanced due to better social media engagement and more “buzz” in community about our growth;

# *Photos from Reception*





# *Volunteer Requirements*

- Project was solely a volunteer effort - did not require staff, sales office, musicians or Board
- Volunteers included:
  - New Member Recruitment Chair
  - 5 Neighborhood Lead Recruiters (1 for each key zip we traditionally draw from)
  - 3 grade level leads in each key zip (15 total) to create a “wish list” of potential new members (1 for each Royalty grade level)