

Women's Symphony League of Tyler

Membership Recruitment

www.wsltyler.org

P.O. Box 6823

Tyler, TX. 75711



ATTRACTING YOUNG VOLUNTEERS

Membership Recruitment identifies mothers of seventh grade students in Tyler and the surrounding area for membership in the Women's Symphony League. Why seventh grade mothers?

- In order for their sons/daughters to participate in the Junior Symphony League (JSL) in their junior and senior years of high school, WSL members must be active for 3 consecutive years or 5 non-consecutive years and they must remain active two additional years during their student's junior and senior years.

- Active WSL members pay \$50 dues annually, purchase a ticket for WSL fundraiser each year, attend 2 general meetings a year or purchase a season ticket to the East Texas Symphony orchestra concert series, and serve on a WSL committee.

WHY JSL IS IMPORTANT

- JSL promotes leadership development, provides a meaningful volunteer experience in the junior and senior years of high school, and teaches concert etiquette presented by the ETSO maestro.
- JSL members serve as ushers at all ETSO concerts, plan their own fundraising efforts for music education, and are offered an opportunity to earn the Windsor Distinguished Service Award by meeting specific volunteer requirements.
- JSL affiliation provides a college application advantage.
- For recognition, JSL members are presented during the Annual WSL Ball.

COMPILING LIST OF 7TH GRADE MOTHERS

- Membership Recruitment is a committee that functions within the larger WSL Membership Committee.
- Membership Recruitment includes a Chairman and six (6) committee members.
- Their sole responsibility is to identify 7th grade mothers during the summer, fall and winter each year.
 - ❖ Membership Recruitment relies heavily on networking with mothers who have students in each public and private school.
 - ❖ In 2022, the Chairman contacted the instructor of “social dance” for seventh graders and received permission to attend a class, provide printed materials to mothers and answered their questions about WSL and JSL membership.
 - ❖ The same flyer was made available in a gourmet grocery store for customers at “FRESH by Brookshire’s”.
 - ❖ Facebook posts highlighted the WSL / JSL membership timelines.
 - ❖ Tyler Today magazine featured JSL members and noted requirement for membership including WSL membership for mothers along with the 5-year commitment.

IMPORTANCE OF MEMBERSHIP RECRUITMENT

- Membership Recruitment provides a pipeline of new—and younger members—each spring for the Women’s Symphony League.

- Dues of these young members—\$50 per year for 5 years—is significant to the WSL Administrative budget (40 members X \$50 per year X 5 years = \$10,000).
- These families are major contributors to the annual WSL Ball during their students' junior and senior years.
- WSL introduces families unfamiliar with symphonic music to the East Texas Symphony Orchestra.
- Most importantly, WSL introduces an entire new generation of concert-goers to symphonic music by involving some 75 to 80 Junior Symphony League members each year.

QUESTIONS?

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