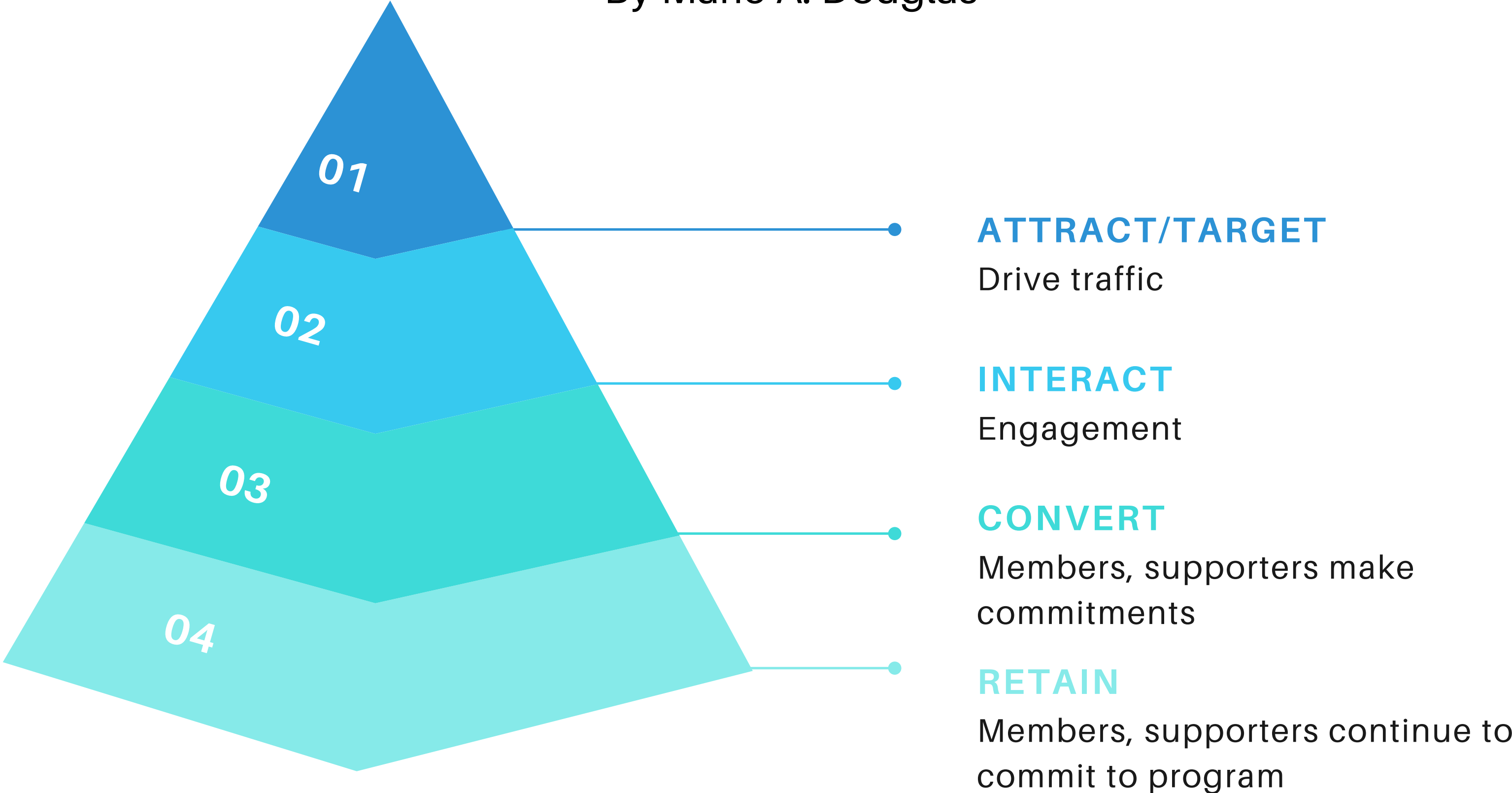


BAND RECRUITMENT/RETENTION FUNNEL

By Marie A. Douglas



BAND RECRUITMENT/RETENTION FUNNEL

● ATTRACT/TARGET (SEEK PROSPECTIVE MEMBERS)

- Visit feeder middle school
- Schedule & promote events/performances
- Hold interest meetings
- Have leaders create instructional videos for their instrument/section equipment
- Consider revamping course offering in order to meet more members of student body
- Band Camps open to any interested student regardless of school affiliation

● INTERACT (WITH PROSPECTIVE MEMBERS, COMMUNITY, STUDENT BODY)

- Obtain middle school band parent/student contact info, create email list
- "Band Day" for interested non members to participate in Marching Band Performance
- Social Media Practice/Performance Challenges
- Student body song suggestions
- Joint performances/Fine Arts Dept. Collaborations
- Middle School Band Ambassador Program

● CONVERT (MEMBER DUES/PERFORMANCE QUALITY, COMMUNITY DONATIONS, STUDENT BODY PERFORMANCE ATTENDANCE)

- Parent/Fan Gear
- Quality clinicians/guest instructors
- Donor incentives/thank yous
- Unique performance experiences, per the strengths of your group

● RETAIN (STUDENT & PARENT PARTICIPATION/SIBLINGS JOIN BAND/SUSTAINABILITY)

- Banquet (event to honor parents, staff and students)
- Class rosters delivered to AP over Instruction by December (update as needed)
- Allow students to participate in your program, as well as other programs (with standards)
- Rehearsal/Performance calendar one year in advance (limit impromptu performances as much as possible)
- Establish strong, open, & consistent communication channels
- Alumni Association/Booster Organization