



LEARN
TO SING

GRANTS & SUPPORT



The British Association of Barbershop Singers

SING BARBERSHOP

It's the Harmony that makes the difference

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LEARN TO SING

An introduction into the recruitment programme which has seen the BABS membership grow to record levels.

The age profile and other factors such as the difficult financial times in which we live, mean that all clubs will find retaining their existing members a great challenge. The introduction of new members provides a very healthy singing environment for the existing members, leading to greater enjoyment for all members.

Learn to Sing has become the significantly most important method of recruiting new members with almost 100% of the BABS clubs using this now fully established and successful method. Many clubs have undertaken a LTS course every 18 months to 2 years to ensure they keep their membership at sustainable levels.

BABS are offering a Harmony Foundation Grant plus free leaflets. Details of how you can apply for both are explained on page 3 of this document. The grant offered is for a course of a minimum of 4 weeks; although many choruses find offering a course lasting 6 weeks provides the best results.

Ideally, I need about 8 weeks notice from the intended start date, to process the grant application and to produce and printing the leaflets, which are personalised to your course.

Read on to learn how you can take maximum advantage of all that BABS offers to ensure your club has a vibrant membership.

Richard May
BABS Membership Services Director



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The British Association of Barbershop Singers
Registered Office: 6 Corunna Court, Corunna Road, Warwick CV34 5HQ
Registered as a company No: 3823721
Registered charity No: 1080930



BABS Support

HOW TO CLAIM YOUR GRANT

The claim for a grant must be made before the event takes place. The grant is given as part of our charity's commitment to encouraging members of the general public to sing and harmonise. Please go to Page 3 for information to make the receiving of the £200 grant a smooth operation.

HOW TO CLAIM YOUR FREE LEAFLETS

Further on in this documentation you will find information required to ensure your leaflets contain all the details needed to ensure any potential LTS candidate has all the information they need at their fingertips. These leaflets come in three options; the designs are standard with date, venue and contact details of your event added.

Extra Leaflets

You can obtain additional leaflets at a heavily subsidised price, providing they are ordered at the time of providing details of the course.

Extra 1500 leaflets: Only £20

Extra 4000 leaflets: Only £40

Extra 9000 leaflets: Only £100

EXCLUSIVE LEAFLET DISTRIBUTION SERVICE

BABS offers a leaflet distribution service to targeted households in your area. This will cost you around £800 for the printing and distribution of the leaflets, depending on the final numbers. From our experience, the final number is usually around 20,000. The leaflet follows the same design as the free leaflets with your LTS details, prominently displayed.

A postcode analysis is run based on a 20-minute drive time from your rehearsal venue and cross-referenced to the national target market. BABS uses this system for the highly successful courses that we have run for Making Music and Choir of the Year, as well as BABS courses. 10 weeks notice is needed to start the process of profiling. The best time for distribution is 2/3 weeks before the course starts. The £200 BABS Grant can be offset against the cost of this service, so the net cost would be £600. Plus you still receive a small quantity of leaflets for your own publicity.

Please contact the BABS Membership Services Director for more information.



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Required Information

Please send the following information to the BABS Membership Services Director as soon as you know you are running a course
email: membershipservicesdirector@singbarbershop.com

INFORMATION FOR GRANT PAYMENT

The following information is needed in order to receive the £200 grant:

Payment by Cheque:

- * Payee name on the cheque (this should not be an named individual)
- * Name and address to where the cheque should be sent.

Payment by Bank Transfer:

- * Name of Account
- * Sort Code
- * Account Number

INFORMATION FOR LEAFLETS

The following information is needed at the time of your application to be used on your leaflets:

Requirements:

- * Which Leaflet Option (see page 4)
- * Name and address for leaflet delivery
- * Number of additional leaflets required

Course Details:

- * Start and finish date
- * Start and finish time
- * Duration of course
- * Venue
- * Address of venue with postcode
- * Contact name(s)
- * Contact telephone number(s)
- * Course email address (if applicable)
- * Course web site address (if applicable)



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Course Options

The free leaflets come in three options, please state which design when ordering your leaflets.

- 1. Learn to Sing
- 2. Learn to Sing in Harmony
- 3. Come and Sing

The leaflets are A5 double sided and the designs are pre-set. BABS will drop in the course and contact details and supply 1000 copies free to one UK address. Additional copies can be supplied if ordered at the time of providing details of the course. A copy of the artwork will be sent to you for approval prior to going to print.

FREE LEARN to SING
6 week course for Men
 Supported by a national music educational charity, this course is designed to encourage more men to take up singing. Aimed at both newcomers and those who have not sung for a while.
Come along - it's FREE!

The next course starts
Time & Date
 Venue
 Full Address Detail

Reserve your FREE place!
Telephone Number(s)
 and/or **Email Address**
 or **Online Booking details**

GRANT ASSISTED
 BY HARMONY FOUNDATION

Singing Course
 What people have said about Learn to Sing
 "I really didn't think I could sing, they've proved me wrong!"
 "I can't thank the tutors enough, they put me totally at ease!"
 "I've sung before but this made me realise how important it is to sing correctly."
 "I was very nervous, but learning as part of a group helped my confidence."

FREE COURSE APPLY NOW
Contact Name & Telephone

web site details if applicable
 Course sponsored by name of chorist and supported by Harmony Foundation a national music charity.
 Harmony Foundation is the charity name of The British Association of Barbershop Singers.
 Registered Charity No: 1048193 Registered Company No: 1813721
 Regional Office: 1, Coram Court, Coram Road, Warwick CV34 1HQ

LEARN to SING in Harmony
Free 6 week course for Men
 Supported by a national music educational charity, this course is designed to encourage more men to take up singing. Aimed at both newcomers and those who have not sung for a while.
Come along - it's FREE!

The next course starts
Time & Date
 Venue
 Full Address Detail

Reserve your FREE place!
Telephone Number(s)
 and/or **Email Address**
 or **Online Booking details**

GRANT ASSISTED
 BY HARMONY FOUNDATION

COME and SING
Free 6 week course for Men
 Supported by a national music educational charity, this course is designed to encourage more men to take up singing. Aimed at both newcomers and those who have not sung for a while.
Come along - it's FREE!

The next course starts
Time & Date
 Venue
 Full Address Detail

Reserve your FREE place!
Telephone Number(s)
 and/or **Email Address**
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LEARN TO SING



Evaluation Forms

As part of the grant process and our reporting procedures to the Charities Commission, it is a requirement that each individual attending a Learn to Sing completes an Evaluation Form and a summary of these is sent back to the BABS Membership Director. A copy of the form can be found at the back of this document.



LEARN TO SING

**Learn to Sing
End of Course
Evaluation**

Please hand back before you leave.

Host Club: _____

Your Name: _____

I am a

Novice Singer

Lapsed Singer

Current Singer


(Please tick the relevant box)

Complete the form below by ticking the relevant box and adding any comments underneath. (Score 1 low, 5 high)

QUESTION	1	2	3	4	5
Overall opinion of the course					
I was made very welcome					
The course was informative and fun					
The balance between instruction and singing was right					
The course has improved my singing					
The course has improved my confidence					
The instructors were of a high standard					
I plan to join the host chorus					
I plan to recommend a friend					

Comments:

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www.singbarbershop.com





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