



**TIME
TO SING**

**INCORPORATING
LEARN TO SING**

**COURSE
GRANTS
& SUPPORT**



The British Association of Barbershop Singers

SING BARBERSHOP

It's the Harmony that makes the difference

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COURSE INFORMATION

The age profile and other factors 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.

The Time to Sing Programme is designed to provide support to clubs with their recruitment campaigns. You can choose the title and length of your course, be it one day, two weeks or six weeks.

Learn to Sing remains the most effective approach, but this is now just one of the options available. The wider choice of course headings is designed to provide flexibility and course emphasis, which is more relevant to your club.

These type of courses have become the 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 course every 18 months to 2 years to ensure they keep their membership at sustainable levels.

Financial support from BABS Harmony Foundation is available along with 1,000 free A5 double-sided leaflets. Extra copies of the leaflets are on offer at very substantial discounts. Details of how you can apply for both are explained on page 3 of this document.

Ideally, I need about 8 weeks notice from the intended start date, to process the grant application and to produce and print 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.

Colin Roper
BABS Membership Services Director





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 four 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 £1000 for the printing and distribution of the leaflets, or could be less 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 course 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 £800. Plus you still receive a small quantity of leaflets for your own publicity.

Please contact the BABS Membership Services Director for more information.





Required Information

Please send the following information to the BABS Membership Services Director as soon as you know you are running a course email: membershipdirector@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)





Course Options

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

1. Learn to Sing
2. Come and Sing
3. Learn to Sing in Harmony
4. Come and Sing Barbershop Harmony

The leaflets are A5 double sided and the designs are pre-set. BABS will drop your course and contact details in, 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.

TIME TO SING

Learn to Sing

6 week singing course for Men

The xxxxxxx Chorus in conjunction with Harmony Foundation, part of a national music charity, is encouraging more men to sing. Aimed at both newcomers and those who may not have sung for a while. Just six nights spread across six weeks will help you get started. So make some time to sing, by signing up for this FREE course today!

Course Starts
Date & Time
Venue
Location and Postcode

Reserve your FREE place Now!

Tel: 0000 000000
or Email:
learntosing@singbarbershop.com

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Venue
Location and Postcode

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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 course 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.



End of Course Evaluation

Host Club: _____

Your Name: _____

I am a
Novice Singer/Lapsed Singer/Current Singer
(Please delete as applicable)

Please complete this form at the end of the course and hand it back before you leave.
KEY: Please tick relevant box. **SA** = Strongly Agree **A** = Agree **D** = Disagree **SD** = Strongly Disagree

QUESTION	SA	A	D	SD	REMARKS
I was made very welcome					
The day was informative and fun					
The balance between instruction and singing was right					
I enjoyed the music tuition					
I enjoyed learning the song					
I enjoyed performing the song					
The course has improved my singing					
The instructors were of a high standard					
I plan to carry on singing					
I plan to join the host choir					
I would recommend the host choir to a friend					
The welcome material was professionally presented					
The Course lived up to expectations					

Other Comments:

Overall Opinion
(Please tick relevant box: Score 1 low, 5 high)

1

2

3

4

5

The British Association of Barbershop Singers Registered Office: Druids Lea, Upper Stanton Drew, Bristol BS39 4EG
Registered as a Company No: 3823721 A registered Charity No: 1080930





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