



SingUnited International – Member FAQ

These FAQs provide information about the organization’s rebrand and name change and what it means for members, choruses, and regions.

Organization Name Formal Reference

- **Sweet Adelines International** will be **SingUnited International**
- **SingUnited** is one word with a capital S and U
- **SingUnited International** includes a single space between the words SingUnited and International.
- **Sweet Adelines** (without International) will now be referenced as **SingUnited**

Strategic Rationale

What was the reason for exploring a new name?

The decision to explore a new name was a strategic one intended to preserve the legacy of our 80-year-old organization while positioning us for the future. As our organization continues to grow globally, it became increasingly important that our name reflect who we are today—an inclusive, modern, and vibrant singing community. Research indicated that the current name did not resonate with younger singers, international communities, or prospective members.

A refreshed name helps ensure the organization remains relevant, welcoming, and positioned for future growth.

Decision-Making & Governance

Who made this decision?

The decision was made by the International Board of Directors, acting in its fiduciary role on behalf of the organization in collaboration with headquarters staff and external agency experts. The board’s decision was



informed by research, professional consultation, and feedback gathered through member surveys, focus groups, and one-on-one interviews.

What research informed the change?

During the **Visioning Retreat in Tulsa in 2018** we discussed how we'd been hearing from members and leadership in casual conversations for years prior that our public-facing image might not reflect who we truly are today. Following the discussion at this retreat, two major member research efforts followed:

2022 Member Perception Study

- All-member survey sent to approx. 15,000 members.
- 5,300 responses received which represented a 35% response rate.
The sampling error at 95% confidence is +/- 1.3%.
- Key findings from the study showed that a large majority of members expressed strong support for a name change.

2024 Rebranding Survey

- All-member survey sent to approx. 14,500 members
- 5,088 responses received which represented a 35% response rate.
The sampling error at 99% confidence is +/- 1%.
- In interviews, members shared that they don't use the name in recruitment or marketing conversations.

From a marketing perspective, a strong brand should be something members feel proud to share and promote. A name that members confidently use helps strengthen recruitment, merchandise sales, philanthropic giving, and overall organizational pride.



Identity, Mission, and History

Are we still the same organization? Are our mission, vision, and guiding principles changing?

We remain the same organization with the same mission, vision and guiding principles. This rebrand is an **evolution of our brand**, not a change to our musical purpose or our commitment to barbershop harmony. Barbershop music remains at the heart of everything we do along with our dedication to musical excellence, education, community, and a culture of belonging.

How will the organization honor our history as Sweet Adelines?

Our 80-year history, traditions, and musical excellence are foundational to who we are. The Sweet Adelines name will remain an important part of our story and the organization is committed to honoring that legacy through historical references, storytelling and archival recognition throughout the organization.

Membership, Inclusion, and Culture

Can I still call myself a Sweet Adeline?

Members may continue to identify as a Sweet Adeline, particularly when referencing our history and culture, while also embracing the new name and helping champion the organization's future.

Are individual members required to do anything immediately?

No immediate action is required from individual members. There will be no changes to member numbers, database profiles or chapter records.



Will opportunities to participate in competition and educational programs change?

Members will continue to have access to the same performance, competition, education, and leadership opportunities.

How should I explain the name change to prospective members?

Members will be provided communication resources on the SingUnited International website including:

- Elevator Pitch
- FAQs
- Press Release

These materials will help members confidently explain the rebrand and share the vision behind SingUnited International.

Will we start allowing men into the organization?

No. We will continue to be a women-centric singing organization.

Legal Status, Name Use, and Compliance

Will our 501(c)(3) nonprofit status remain in place?

Yes. Our nonprofit status remains unchanged.

Sweet Adelines International (Doing Business As (DBA) SingUnited International), remains a U.S.non-profit, 501(c)(3) organization (tax ID number 73-0677658.) Donations are tax deductible to the fullest extent allowed by law.

Is this a new legal entity or just a name change?

This is only a name change. The legal entity and tax identification number remain the same.



Doing Business As (DBA) simply means we are operating under a name that's different from our official legal name. Sweet Adelines International remains the legal name of the nonprofit, and SingUnited International is the name that will be used publicly. The organization itself hasn't changed—only the name people see and use.

A simple way to think about it:

- **Legal name:** What's on official documents, tax filings, and contracts
- **DBA name:** The name used in branding, marketing, and everyday communication

Are we required to use the new name in public performances and recruitment?

The new name will become the organization's official public-facing name. Using **SingUnited International** consistently in conversations, performances, communications, and promotional materials helps reinforce a clear and unified identity. Embracing the new name demonstrates support for the organization's future while honoring our history.

Do existing contracts, agreements, sponsorships or MOUs need to be updated?

Existing contracts, agreements, sponsorships and MOUs under Sweet Adelines International remain valid. As new documents are issued, they will reflect the **SingUnited International** name.



Brand Implementation Timeline

When does the new name take effect?

The new name took effect upon the announcement to members on May 19, 2026.

Is there a transition period for regions and chapters to make changes to their marketing and branding materials?

Regions and choruses will be expected to incorporate the new name and branding into their marketing and membership materials over a period of time. Watch for more detailed information in the coming weeks.

What will look different immediately?

High-visibility materials will begin transitioning to the new brand, including:

- Organization Name
- Organization Logo
- Marketing Materials
- Website – www.singunited.org

What will stay the same?

- Our friendships and community
- Our mission, vision, and guiding principles
- Our culture of belonging
- Competitions and performances
- Educational programs
- Governance structure
- Our commitment to musical excellence
- Our history
- Our legal name (Sweet Adelines Int'l) and our non-profit status



Guidance, Tools, and Support

What resources will be provided to regions and choruses to help them through the transition?

- Implementation Checklist
- Logos & branding guidelines will be available on the www.singunited.org website.
- Guidance for securing new URL and email addresses
- Website vendor opportunities or guidance from HQ staff on how to approach changes.
- Education sessions with Finance, Marketing, and/or IT to support the transition
- THRIVE funds may be applied toward the administrative & cultural needs of the regions as they transition.
- “Unite the Sound” membership campaign being developed to support choruses recruitment and retention efforts.

How will Regional Management Teams be involved?

Regional Management Teams will play an important role in supporting choruses through the transition. Two meetings have been scheduled between RMTs and key HQ departments to assess the needs of regions and choruses, clarify implementation details and to answer questions.

Financial Impact, Funding, Donations

How is this name change being funded?

The name change is being funded through International’s reserve funds specifically held for strategic initiatives.

Will dues increase because of the name change?

There is no dues increase related to the name change.



Will donations still be tax-deductible in the United States?

Yes. Donations remain tax-deductible under the organization's existing **501(c)(3)** status in the U.S.

Will chapter bank accounts need to change?

No banking or financial account changes are required.

What happens to existing grants and restricted funds?

Existing grant agreements, donor restrictions, and restricted funds remain unchanged. Reporting requirements and documentation will continue to follow the terms of the original agreements.

How will this affect our 990 filings in the United States (and government filings in other countries)?

The 990 will be filed as the name associated with your chapter's current EIN. No change will be necessary. The same should be true for all government filings outside the United States.

Impact on Chapters and Regions

Will choruses or chapters need to change their legal names?

No. Choruses and regions are not required to change their legal name or amend their charters.

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What happens to existing merchandise with the Sweet Adelines name?

Existing inventory may continue to be used, worn and purchased until inventory is depleted.

Will educational programs change?

Educational resources and programs will remain the same.

Competition and Judging

Will competition rules change?

Competition rules or regulations as it relates to Regional or International competition remain unchanged. The Competition Handbook will continue to be available on the SingUnited International website.

Will judging criteria change?

Judging criteria and performance standards will remain unchanged.

Recognition, Awards, and Medals

Will past achievements, and certifications remain valid?

Yes. All awards, titles, certifications, and recognitions remain valid, including:

- Director Certification Program (DCP)
- Arranger Certification Program (ACP)
- International Faculty
- International Judging Program



Will we receive longevity pins with the new name?

New pins and recognition items will be updated with the **SingUnited International** brand over time. Members may continue to wear pins or medals featuring the **Sweet Adelines** name.

Communication and Ongoing Engagement

How will members stay informed?

Updates will be shared through official communication channels including:

- The international website – www.singunited.org
- Member emails
- Social media

How can members ask additional questions?

Members may submit questions or share concerns by emailing membership@singunited.org.

This document will evolve as the transition progresses. Thank you for your continued commitment to our music, our community, and our shared future.