

SingUnited International

YOUTH HARBORLITES (Region 21)

OUTREACH

Diva Day

Overview

This daylong Music Festival for high school girls has been around for almost 20 years, always held on the first Saturday in February. They identify three main goals for their event.

- 1) Secure the best qualified clinician with strong barbershop background and music skills to act as coach to the girls and a mentor to participating choral directors.
- 2) Conduct a high school Quartet Showcase allowing them to perform for their peers and possibly appear on the ending show.
- 3) Conduct a music educator clinic during lunch on how to utilize barbershop music in their high school curriculum.

Detailed Planning

The chorus has a well-thought out, detailed schedule of activities to make sure that each are identified and accomplished in a timely manner by the time the Festival date arrives. They have tasks in areas like: music, facilities, budget, correspondence, marketing, registration, T-shirts and costumes, education classes, food service, house, event day, show and post-festival communication.

Funding

Each participant is charged \$25 fee to attend. Application for a YOP grant is submitted to cover other expenses. Other grants and donations are solicited to cover expenses. Chorus donations help cover some of the food costs. There is no admission to the show but a “love gift” is suggested.

Marketing

Full day event for high school girls to experience the “joy of a cappella singing while learning and performing a collection of songs in the barbershop style”. The day includes rehearsals, choreography and showmanship in preparation for their performance on the ending show. They also have an opportunity to watch and learn from the chorus and quartet performances as they join the audience for the show.

Communication

A **Save the Date** is sent to potential schools before the school year ends in May to make sure the event gets on the school calendar. These are schools who have attended in the past as well as potential new schools in the area. Generally 10-15 schools attend, with an average Festival attendance of 150.

Student Registration

Once the schools are identified, a Registration link for students to register including a parental consent form is sent to choral director to share with their students. Registrations are due mid-December. Once registered, students have access to music and learning tracks over the winter break.

Dedicated Web Page

Easy for students and choral directors to access learning materials, i.e. music and learning tracks.

Day-Of Scheduling

The festival is a full day from 8:30a.m. Registration to a 5:00 p.m. Show. It includes sectional rehearsals and full chorus rehearsals with plenty of breaks, snacks and lunch. Tag singing is a fun activity during lunch.

Personnel

Two Coordinators/Chairs facilitate the event, one handles the administrative and logistical tasks and the other is in charge of music, rehearsals and the show.

- ❖ Administration: responsible for communication to schools, registration, facility, insurance, marketing, food, and clean-up.
- ❖ Music: responsible for selecting clinician, selecting music (with clinician), the day-of schedule, section leaders, show emcee, and show line-up.

A team of volunteers from the chorus take lead roles covering the different tasks. It takes about 25-35 volunteers throughout the day to run the festival, joined by the rest of the chorus for the late afternoon show.