

SingUnited International

YOUTH METRO NASHVILLE (Region 4)

OUTREACH Youth Working in Song and Harmony (YWISH)

Overview

This is an ongoing program featuring a one-day workshop for 14-25 year old female singers. It is well laid out plan with Learning Objectives, a Movement Plan and Barbershop in the Classroom. They have branded their event with a specific logo YWISH and utilizes that logo in the t-shirt for each year – same logo different color. Event planners note that “the Festival has opened doors for us to take barbershop music into the classroom. Some of the Music Educators that have attended our festival have invited us back into their schools to share barbershop music with their students.”

Detailed Planning

They use a shared Google Sheet that starts with any entered Event Date and calculated milestones and deadlines. The “days before” is a rough estimate and can be adjusted. And the specific entry in cells is intended as a thought-starter, not a comprehensive “to do” list. Showing the tasks and any overlapping helps all the contributors understand the process and where they can and should collaborate with others.

Event Planning

The venue needs to have a stage that will hold the risers, 3-4 small rooms for sectionals and dressing, adequate parking, kitchen or cafeteria, lighting and sound. Cost is always a consideration. Social media is utilized to communicate with parents, guardians and teachers. In selecting music, facilitators look for songs that are easy to learn and no more than 2-3 pages. They often look to SUI Youth Outreach Program for music selections.

Funding

Students are charged \$25 to attend that includes lunch, dinner and a t-shirt. This event is not a recruiting event but instead an opportunity to “plant seeds”. All registration is done online with separate forms for Under 18, Over 18 and Observers (parent, teachers).

Marketing

Although they still use Save the Date flyers for marketing, they found that utilizing postcards was more advantages. They are easier to carry and post on message boards. At the end of their showcase, they always use their mini show program to feature a Save the Date message for the following year.

Reaching Educators

This has been a challenge for this event. Reaching out to schools was unsuccessful as schools didn't want to give out that information. Mail sent to schools often is unheeded. Music educators who did come became advocates for the program and the chorus used them to bring in others.

Day-Of Scheduling

The length of the day is from 9:00 a.m. and ends with a showcase beginning at 7:00 p.m. It is well timed with plenty of rehearsal time. Flexibility in the schedule was emphasized especially during the Movement segments, focusing on either create new or change it altogether. It is a long day and an interesting aspect was inclusion of a non-singing activity like card making for variety. Especially interesting is the pre-show rehearsal with the chorus as well as a performance by the participants prior to the Showcase. Since it is an evening showcase beginning at 7:00 p.m. and parents are encouraged to pick up their student at the end of the show, parents are invited to attend. There is no admission fee but a donation is welcome.