



# American Guild of Organists

## Chapter Leadership News

August 2019

Welcome to the first issue of **Chapter Leadership News**! The purpose of this publication is to share chapter best practices regarding chapter management and member engagement.

My job is to provide you with tips, tools and resources to support each chapter officer position. Thank you to all who submitted the following content for this inaugural issue:

- ✓ **Innovative Programming and Marketing**
- ✓ **Member Recruitment**
- ✓ **Volunteer Engagement**
- ✓ **Program Collaboration**
- ✓ **Sponsorship**
- ✓ **Financial Reporting and Sample Documents**

As we begin a new year of board meetings, I came across an article, “Is Your Board Bored?” This article suggests ways to keep your board meetings interesting:

<https://bit.ly/2ZdYAp7>

Thank you for your leadership and all you are doing to support the AGO and your chapter. What is your chapter doing to kick-off the fall season? Are there any outreach initiatives your chapter has planned for your local community? How are you welcoming your new members? Please send your chapter’s best practices by September 1 for inclusion in our next issue.



Elizabeth George, CMM

DIRECTOR OF MEMBER ENGAGEMENT AND CHAPTER DEVELOPMENT

[Elizabeth.George@agohq.org](mailto:Elizabeth.George@agohq.org)

## St. Louis Chapter Bastille Day Marathon



This month we salute the St. Louis Chapter for presenting a very successful Bastille Day Marathon of French Organ Music. This was held as a fundraiser to support the restoration of Notre-Dame's two great organs. Partnering with William Partridge, organist and choir director of Christ Church Cathedral and the Alliance Française de St. Louis, 24 AGO chapter members performed French music on July 14th for four hours. How did they get 400 people to attend? They contacted the music critic of the *St. Louis Dispatch* who provided a pre-concert article about the event, a local radio station conducted a live interview with Mr. Partridge and the chapter's local radio program, *King of Instruments*, provided additional publicity. More than \$5,000 was donated to Notre-Dame. Kudos to everyone at AGO St. Louis for great marketing and wonderful execution of this inspiring event!

## Chapter Collaboration for Programs and Events

Heads up chapter sub-deans! Dirk Lindner, sub-dean of the Omaha Chapter has volunteered to compile a list of best practices for chapter programming. Please submit your past three years of programs with a short description of each program. Be specific, i.e., don't send "Member Recital," but *do* send "Member Recital: Organ and Instruments." Remember to include your chapter name with your information and send this in a Word document or in PDF format to [DIRK1ago@cox.net](mailto:DIRK1ago@cox.net). Once Dirk has compiled this information, it will be posted on the AGO website. Please participate! You are each other's best resource and by collaborating on this project, everyone will benefit. Thank you, Dirk!

## AGO Volunteer Organist Pilot Program

In January, 2017, AGO Councillor for Education Don Cook, the Committee on Membership Development and Chapter Support, and the AGO National Council voted to introduce a pilot program that established a new category of membership for volunteer organists. To date, we have acquired 57 members and know that with your help, we can grow this membership.

This membership will be extended only to those who have attended an educational workshop for volunteer organists hosted by Don Cook. At the conclusion of each workshop, participants who are interested in joining the AGO will submit a Volunteer Membership Form and receive a complimentary six-month membership. Once the Volunteer Membership is processed, AGO Headquarters will send a “welcome to the AGO” email to each new volunteer member copying the chapter dean. After the initial six-month period, volunteer members will receive an offer to continue their membership at a discounted rate of \$50. The dues are to be split evenly between national headquarters and the local chapter, each receiving \$25. This introductory membership includes all the benefits of a regular AGO membership with one exception. Volunteer members may access TAO online, but will not receive a printed copy.

If this program is successful, this new AGO membership category will be available to any musician who earns less than \$1,000 per year while serving as an organist and/or choir director.

If you know of a volunteer organist who would be interested in this category, please advise your colleague to contact Don Cook at [doncook@byu.edu](mailto:doncook@byu.edu). We have asked Don to send us his schedule of upcoming workshops so that we can immediately inform each chapter of the date, time and location of Don’s presentations. One of the greatest benefits of being an AGO member is the community offered through local chapter meetings and programs. We encourage you as chapter officers to reach out to your new Volunteer Members during their first six months of introductory membership to immediately engage them by inviting them to chapter events, recitals and if needed, to set up carpools to support their attendance.

### Help Us Grow This Membership Program!

- ✓ Make immediate contact with volunteer organists upon receiving membership notifications
- ✓ Add these members to your newsletter list to inform them of upcoming activities
- ✓ Assign an enthusiastic member to offer to pick them up to attend a program and personally introduce them to other members
- ✓ Support local workshops for volunteer organists
- ✓ Continue to involve them in self-sustaining chapter activities
- ✓ Offer a service through which local chapter members would be available to meet with volunteer organists to teach them about their organs/consoles.

## Creating Micro-Volunteering Opportunities

Are you having trouble finding volunteers to participate on committees and task forces? Consider providing *micro-volunteering opportunities*. The more specific you can be about describing the task and the amount of time it will take, the more likely you will be able to influence others to participate.

You might say, “Can you make 6 welcome calls to our new members? This will take about 10-15 minutes of your time.” If the word “committee” makes people run for the hills, how about using the word “team?” Lastly and most importantly, pick up the phone and *ask* someone to do the task. If you wait for someone to volunteer, you may end up waiting a very long time.

## Acknowledging and Thanking Volunteers

How do you acknowledge and thank your volunteers? Do you have an MVP of the month? A simple, yet powerful way to acknowledge a volunteer is by recognizing them in your newsletter, on your website or on your Facebook page. When welcoming new members, consider adding a New Member Spotlight to your publication, website or Facebook page.



## Growing the Next Generation of Organists

I attended this wonderful workshop lead by Leslie Wolf Robb, director of the Committee on Pipe Organ Encounters, at the recent AGO West Regional Convention. Leslie spoke about how vital it is that chapters “plant the seeds” to grow young students into future AGO members. Many useful best practices were shared regarding developing partnerships, finding prospects and ways to nurture and motivate our next generation of organists. I especially liked this handout that prompts us to think about where to begin.

### Growing the next generation of organists...

I can inspire others to try the organ by:

Someone I can invite to try the organ:

New performance opportunities I can offer:

Support I can provide:

An event(s) I think my chapter should plan to do:

## Chapter Newsletters and Websites

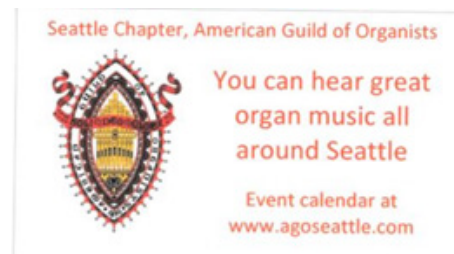
We love receiving chapter newsletters but please remember that when you are emailing them to us at [agohq@agohq.org](mailto:agohq@agohq.org) you need to include the name of your chapter when sending each issue. Have you uploaded your new chapter officers on your website? Having this updated information can serve as a helpful tool for recruitment and member engagement. AGO's Brooklyn Chapter has posted their new leadership roster with email links for each officer <https://bit.ly/2GAUZtL>, making it easy for a prospective or new member to contact them regarding questions they may have about the chapter. The New York City Chapter added bios and photos of their chapter officers <https://bit.ly/313Wcl8>.

## Developing a Successful Sponsorship Program

Does your chapter actively seek sponsors for your programs and special events? The Central North Carolina Chapter has had great success in obtaining sponsors to offset the costs of producing monthly programs. They started by researching local music stores throughout the state (thank you, Google) and compiled a list for solicitation. Through an introduction made by a mutual colleague, they spoke with a music publisher who agreed to sign on as a sponsor. The chapter also reached out to artist management companies whose organists had played recitals in their area. To date, they have raised \$5,000 in sponsorships.

## Member Recruitment

Thank you, David Nichols, treasurer of the Seattle Chapter for sharing this business card. What a fun way to brand your chapter. Contact information for your registrar or membership coordinator could also be added. Designing this as a postcard makes it a great handout to promote your upcoming programs and events.



## Inclusivity

Did you know that AGO has created a task force to address inclusivity? What is your chapter doing to be inclusive to new and existing members? Are you welcoming them regardless of their level of skill or instrument that they play? Does everyone have an invitation to sit at your table? Do you make sure that everyone is heard with respect and without judgment?

***Inclusion is not just a word; it's an action and a learned lifestyle.***

# Financial Reporting

Thank you, Mark Fleming, treasurer of the Fox Valley Chapter, for submitting and sharing the chapter’s year-end reports, shown below. As noted in the *AGO Chapter Management Handbook*, every chapter should submit its annual income and expense statement and balance sheet to AGO Headquarters. If you have not yet submitted this information for your chapters fiscal year ending June 30, thank you for making this a priority.



*Fox Valley Chapter*  
**American Guild of Organists**

## ANNUAL FINANCIAL REPORT

Fiscal Year Ending June 30, 2019

### FINANCIAL SUMMARY

Financial accounting in the Fox Valley Chapter, American Guild of Organists (Fox Valley AGO) is recorded and reported on a cash basis, in which revenues are recognized on the date of deposit and expenses are recognized on the date when payment is disbursed. This report covers all such transactions occurring in the period beginning on July 1, 2018, and ending on June 30, 2019 (FY2019).

The Chapter’s FY2019 Income Statement is detailed on pages 2 and 3. Revenue totaled \$14,510.26, including \$7850.00 from membership dues and advertising, \$2202.00 from programs (ticket sales, free-will cash offerings and miscellaneous fees), and \$4458.26 from traceable donations made on-line or by check.

Expenses totaled \$10,598.63, of which \$2448.00 was the AGO apportionment of dues collected by the Chapter, \$2191.68 were general administrative expenditures, \$5790.95 were program expenses, and \$168.00 was expended for student memberships. Overall expenses were lower than in FY2018, in large part because the Chapter did not sponsor a young organists scholarship competition in FY2019.

The Chapter finished the year with net income of \$3911.63.

As set forth on the Balance Sheet (page 3), net assets totaled \$50,258.56 on June 30, 2019. The Chapter’s unrestricted General Fund balance was \$16,483.43. Restricted-use assets include the Education and Scholarship Fund, which supports qualified organ students and various educational initiatives, and the ChicAGO 2006 Fund, which supports selected major events and strategic initiatives consistent with policies set by the Board of Directors.

### DONATIONS

Membership dues, net of the AGO apportionment, cover only a fraction of the annual expenses of the Chapter. In order to continue to fund high-quality educational programs, scholarships, and recitals for members and the public, the Chapter depends upon contributions from members and friends. Fox Valley AGO is an exempt organization under Section 501(c)(3) of the Internal Revenue Code (Federal Tax Identification Number 36-6206539). All donations made by bank checks or by online payments are deductible for federal income tax purposes, as provided by law, and the names of the donors (except those who request anonymity) are included in the Chapter’s event programs and in the August *Fox Valley Fanfare* for the preceding fiscal year.

The Board is pleased to recognize and thank the following 34 donors in FY2019:

Benefactors (\$500 and above)	Sustainers (\$250-\$499)	Sponsors (\$100-\$249)	Patrons (\$50-\$99)	Friends (\$1-\$49)
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(Donor names redacted)

Respectfully submitted,

*Mark W. Fleming*  
 Mark W. Fleming  
 Treasurer  
 July 16, 2019

*Fox Valley Chapter*  
**American Guild of Organists**

**ANNUAL FINANCIAL REPORT**

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**FOX VALLEY CHAPTER, AMERICAN GUILD OF ORGANISTS**

**Income Statement**

**Fiscal Year Ending June 30, 2019**

**REVENUE**

**Membership and Advertising**

Advertising	\$475.00
Membership Dues Collected by Chapter	4,144.00
Membership Dues Collected by AGO, Net of Apportionment	3,231.00
<b>Subtotal</b>	<b>\$7,850.00</b>

**Programs**

Free-Will Offerings	\$1,257.00
Miscellaneous Charges/Fees/Tickets	945.00
<b>Subtotal</b>	<b>\$2,202.00</b>

**Donations**

Education and Scholarships	\$662.26
Unrestricted	3,796.00
<b>Subtotal</b>	<b>\$4,458.26</b>

**TOTAL REVENUE**

**\$14,510.26**

**EXPENSES**

**Administrative**

Conventions	
Advertising	\$300.00
Expenses for Dean or Sub-Dean	500.60
Printing	
Directory	385.85
Newsletter	102.66
Membership	
AGO Apportionment on Dues Collected by Chapter	2,448.00
Postage and Delivery	
Directory	106.50
Newsletter	4.40
Post Office Box Rental	120.00
Miscellaneous	244.05
Web Site Maintenance	405.18
Office Supplies	22.44
<b>Subtotal</b>	<b>\$4,639.68</b>

**Programs**

Education	\$52.56
Hospitality	
Catering	1,506.50
Miscellaneous	133.55
Venue Fees	
Rental and Custodial	150.00
Instrument Tuning	775.00
Performances	
Artist Fees	3,000.00
Artist Travel and Lodging	143.84
Publicity	
Program Printing	29.50
<b>Subtotal</b>	<b>\$5,790.95</b>

*Fox Valley Chapter*  
**American Guild of Organists**

**ANNUAL FINANCIAL REPORT**

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<b>Grants, Scholarships, and Contributions</b>	
Student Memberships	\$168.00
<b>Subtotal</b>	<b>\$168.00</b>
<b>TOTAL EXPENSES</b>	<b>\$10,598.63</b>
<b>NET INCOME (LOSS)</b>	<b>\$3,911.63</b>

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**FOX VALLEY CHAPTER, AMERICAN GUILD OF ORGANISTS**

Balance Sheet  
 June 30, 2019

**ASSETS**

Checking Account	\$31,756.28
Certificates of Deposit	20,000.00
Petty Cash	150.00
<b>Total Assets</b>	<b>\$51,906.28</b>

**LIABILITIES**

Checks Outstanding	\$1,647.72
<b>Total Liabilities</b>	<b>\$1,647.72</b>

**NET ASSETS**

Unrestricted	\$16,483.43
Restricted	
Education and Scholarship Fund	4,021.85
ChicAGO 2006 Fund	29,753.28
<b>Total Net Assets</b>	<b>\$50,258.56</b>

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$51,906.28</b>
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Additional samples can be found in the *AGO Chapter Management Handbook*, pp. 92–95:  
<https://bit.ly/2JTIBZg>

Please submit chapter financial reports in hard copy or by e-mail to:

Eric Birk, EXECUTIVE ASSISTANT  
 AGO National Headquarters  
 475 Riverside Drive, Suite 1260  
 New York, NY 10115  
[Eric.Birk@agohq.org](mailto:Eric.Birk@agohq.org)