



sing4me.net – Chapter Reps for Singing Valentines Program

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Each year we deliver Singing Valentines in the metro area. The program is organized by the Twin Cities Singing Valentines committee, made up of representatives from each of the participating chapters. The chapter benefits by sharing in the net proceeds of the program. More importantly, the quartets experience the joy of delivering the orders and witnessing the joy in the recipients.

We typically deploy 10 to 15 quartets to deliver Singing Valentines. We have the capacity to deliver 100 or more. Ten years ago, we had 25 quartets delivering 200 orders, that's an average of 8 per quartet. The last couple of years our numbers have been down due to Covid and perhaps due to the economy. However, I personally think it is more due to our lack of marketing and promotion. We could do so much better.

We usually deliver only on Valentine's Day unless it falls on a weekend. Now we have reduced the price to \$39 for an advance order for a Singing Valentine to be delivered in a 4-hour window (more for a smaller time window). Each delivery gets two love songs plus a personalized card. Some quartets also supply a rose and/or a small box of chocolates. Each quartet is expected to have a digital camera and submit their pictures to the committee after Valentine's Day. Each order can request a men's or a women's quartet (assuming we have your participation), or a specific named quartet (picked from a drop-down list in the online order form). Orders can be placed online or with any member of a participating chapter.

If a chapter does not participate in the program, the biggest losers are the quartets. It is such a rewarding experience to deliver Singing Valentines and witness the joy in the recipients. Most of the reps we have on the committee are from quartets that experience the joy of delivering Singing Valentines. Without a chapter rep, you deny your quartets the opportunity to share in the experience.

SHARING IN THE PROCEEDS – Dollars to the Chapter.

After covering the costs (promotion materials, maintaining the website, hiring a coordinator for the day, printing, etc.) the net proceeds are distributed to the participating chapters. The chapter of the seller gets 40% of the net proceeds, and the chapter of the delivering quartet gets 60%. Those orders not attributed to a seller (hence a chapter) are placed in a pool which is distributed proportional to the total number of quartet hours spent delivering orders. So a chapter maximizes its return by selling more Singing Valentines, and by supplying more quartets to deliver. In some years past, chapters have received several thousand dollars for participation.

DUTIES OF THE CHAPTER REPRESENTATIVE

- * Attend meetings of the Twin Cities Singing Valentines committee, generally a few before Christmas, and every week or so after until a wrap-up following Valentine's Day.
- * Encourage established chapter quartets and facilitate the formation of pick-up quartets specifically to deliver Valentines. They only need to learn a couple of songs.
- * Distribute materials to your chapter QTs and members (information, posters, order forms, etc.)
- * Encourage members to promote and sell Singing Valentines, distributing/posting flyers, and through social media.
- * Receive orders and pass them on to the committee or enter them online.

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