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Strategies for Strengthening Bonding Capital

Resources

- Member handbook/Stated Core Values/Rehearsal Expectations
- Facebook Group
- “Chorus Buddy” program
- Section leaders

Extra-musical

- Nametags
- Annual retreat
- Post-rehearsal gatherings
- New member orientation/social
- Singer-led community building activities
- Committees-opportunities to lead and serve

Musical

- Community building repertoire
- Shared musical experience
- Tours
- Choral festivals

Strategies for Strengthening Linking Capital

Musical

- Positive, encouraging rehearsals
- Personal stories during rehearsal related to music
- Section leaders/Vocal coaches
- Retreats/Tours

Extra-musical

- New member reception hosted by conductor
- Director emails/Clear rehearsal expectations

Strategies for Strengthening Bridging Capital

Concert Presentation

- Concerts with Drama, Dance, Movement, Sets/Staging, Film/Audio-visuals,
- Repertoire that engages audience
- Singing without printed music and folders
- Testimonies/stories
- Audience Sing-a-longs
- Livestream broadcasts
- Beautiful/major performance venues

Extra-musical

- Pre-show talks
- Media coverage/Posters/Ads
- Community events/Tours
- E-newsletters
- Social media teasers
- Educational Outreach: Free Youth Tickets/Transportation