

# 7 Time Tested Ideas for Recruitment Success

1. Use the tips, letters and videos on [www.bepartoftheband.com](http://www.bepartoftheband.com)
2. **Assume 100% of the class will participate.** You will ALWAYS lose members, so you might as well start with as many as possible. Recruitment of new members impacts the future of the music program more than any other single factor.
3. **In days PRIOR to the rental meeting, be sure students have tried each instrument for physical compatibility, instrumentation, and excitement building.**  
*See your Ray's Midbell Music rep to borrow a FREE set of sample instruments for testing.*
4. **If possible, set the date of the first lesson as close to the rental night as possible (1-2 days is ideal).**  
*Set the rental night date on the SCHOOL CALENDAR to avoid conflicts, and be sure to confirm the date with the school secretary.*
5. **Contact each parent individually by email and phone prior to rental night.**  
Discuss the student's instrument choice and get an RSVP for rental night.  
*Phone Example:*  
*"All the children in 5<sup>th</sup> grade have been trying band instruments this week at school. Kaitlyn is really excited about playing the trumpet and we would love to have her play in the school band. As part of the school curriculum, lessons are provided for FREE during the school day. Lessons and band rehearsal begin soon. We are having a meeting Thursday night at 7:00 in the Middle School lunch room. You will have the opportunity to rent an instrument for her and discuss any questions you may have."*  
*Are you able to attend the meeting?  YES  NO*  
*Do you already own an instrument?  YES  NO*  
*Will you need to rent and rent an instrument that night?  YES  NO*
6. **Memorize and use this phrase: "Whenever possible, I would like each student to play on their own instrument. I realize that budget is a concern for some families. We will not turn any student away from band. I ask that you please check with Midbell Music about renting an instrument first, because they have quality options for almost every budget. If you cannot afford to rent from Midbell, please see me and we'll find an instrument for your child to play."**  
This tip is invaluable because it:
  - Allows more students to start on a nicer instrument, which helps him/her succeed.
  - The child takes pride and ownership in their own instrument, learns better responsibility, and takes their musical experience more seriously.
  - Protects school inventory from being used by students who can afford their own instrument.
  - Promotes better retention...students are more likely to stay in band when there is an investment by the family.
  - Allows the instructor more time to teach (instead of keeping track of school inventory and chasing down school rental fees.)
  - Saves the district money in repair costs...fewer school-owned instruments=fewer instruments to maintain.
  - Strengthens your school music dealer's ability to better serve your program.
  - Saves the district money in capital outlay. If students are using school-owned instruments, they will expect to use that instrument through 12th grade. This means the district must buy replacement instruments every year for each new class...up to EIGHT YEARS of inventory to purchase. Guess whose job it is to keep track of all that school inventory?!...
7. **If lack of time is a consideration, it is suggested that you solicit the help of music boosters to assist in the calling and emailing process.** This tip could save hours.