

From: Fred & Judy Wulff  
Subject: [NOVAChorus] Attracting friends to our concerts  
Date: Tue, February 24, 2009 12:11 pm  
To: "NOVA Chorus" <NOVAChorus@yahoogroups.com>

Wow. I must have been channeling Mark last night. I sent out a "Hold the Date" message to my chorus tickets list and several answers were in this morning. I will send another note two weeks before the concert to remind all of them again. This one will have Mark's flyer attached.

My suggestions (tell me of yours at tonight's rehearsal)

1. Develop and keep a mailing list. Mine now has 30 addresses of friends and family who enjoy music and/or will come to see you perform in a concert. 5 - 10 actually show up and an equal number may come to our next concert.
2. Copy and pass out the flyer. I place one on each church choir member's chair and the choir director's music stand. Judy gives them out to her yoga class members.
3. Your announcement should have information about the orchestra's part of the concert, and the web site information as well as for our chorus. This concert is a zinger. Look up the info at [www.wmpamusic.org/](http://www.wmpamusic.org/) (for the orchestra)  
[www.nvcc.edu/NOVAChorus/](http://www.nvcc.edu/NOVAChorus/) (all about our chorus)

I am shameless about encouraging friends to come. ... And they appreciate it. Here is the info I sent out. Feel free to use the info in it but tailored to yourself:

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Music Friends:

Our next choral concert with the Washington Metropolitan Philharmonic will be on Sunday, April 5, 2009 at 3 p.m. It will be held at nearby Bishop Ireton High School, located at 201 Cambridge Road, Alexandria, VA. Cambridge Road is near Quaker Lane It is only 3 blocks long and runs between Duke Street (Rt. 236) and Janneys Lane. There is no charge but donations at the gate are encouraged. Parking is free at this location.

The program is:

- Maurice Durufle: Requiem, op. 9, with NOVA Chorus (that's us)
- Sergei Rachmaninoff: Rhapsody on a Theme of Paganini, Op. 43 with Carolyn Colton, piano, WMPA 2008 Concerto Composition Winner
- James Kazik: Percussion Concerto (World Premiere) with Joanna Dabrowska, percussion

The Durufle Requiem is special to Judy and I for several reasons. It's hauntingly beautiful (appropriate for a requiem) and was the first choral work we sang with this chorus.

The Rachmaninoff concerto is well known to most of us, very difficult, and will be played by their 18 year old competition winner. I have always been amazed that high school age teenagers can play something that difficult and play it like the best professional.

The percussion concerto. Joanna Dabrowska is a marvelous Tympanist and that applies to any instrument you hit with a stick. She has played with this orchestra for many years.