

ILLUMINATING ONLINE LEARNING | FLASH

# CHORUS FINANCE 101



CATHY SCHUMAN | FINANCE COORDINATOR

# INTRODUCTION

- **What chorus are you from?**
- **What is your position within your chorus?**
- **What are your goals for your chorus?**
- **What do you hope to gain out of this class?**

# CATHY SCHUMAN'S FINANCE GOLDEN RULES

- **Treat your chorus as a business**
- **Dues must cover all fixed expenses**
- **Strive to have one year of annual expenses in reserve**
- **Non-Profit DOES NOT mean no profit**

# DUES SHOULD COVER ALL FIXED EXPENSES

- **Add up all annual expenses**
- **Divide that amount by the number of members in your chorus**
- **The amount you get is the amount of annual dues for each member**
- **You can not depend on fundraising or performances to pay continued expenses**

# FUNDRAISING

- **Grants = free money**
- **Donations - family, friends, and fans**
- **Raise Right (formerly GL Scrip)**
- **Performances**

# RECORD KEEPING AND SETTING UP FINANCES

- **Quickbooks Online**
- **Techsoup (<https://www.techsoup.org>)**
- **Free online tutorials for Quickbooks Online and TechSoup also offers free tutorials**

# **COSTUMES?**

- **Decide on whether your chorus will provide costumes for your chorus members or if your members will pay for their own costumes**
- **Factor this amount into your fixed annual expenses if the chorus is paying for the costumes**

# **MORE MEMBERS = MORE MONEY**

- **Growing your membership will increase the amount of money your chorus receives**
- **Social media has a huge impact on membership growth, especially during Covid.**
- **Meet-Up**
- **Marketing for new members**



# USEFUL LINKS

- TechSoup - <https://www.techsoup.org/>
- RaiseRight - <https://www.raiseright.com/>
- Maryland State Arts Council - <https://msac.org/>
- PA Council on the Arts - <https://www.arts.pa.gov/Pages/default.aspx>
- Delaware Division of the Arts - <https://arts.delaware.gov/>
- New Jersey State Council on the Arts - <https://nj.gov/state/njsca/>
- National Endowment of the Arts - <https://www.arts.gov/>



ATLANTIC BAY-MOUNTAIN  
REGION 19

# QUESTIONS?

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ILLUMINATING ONLINE LEARNING | VIRTUAL FLASH | SEPTEMBER 11 & 12, 2020