

Transforming the Cleveland County Choral Society Through Strategic Growth and Digital Engagement

Since 2020, the Cleveland County Choral Society has undergone a remarkable transformation driven by intentional digital strategy, community engagement, and nonprofit development practices. When Joshua Sellers joined the organization as a singing member and volunteer consultant, the choir averaged roughly 30 active singers and operated within modest capacity limits.

Challenge

Volunteer-run choir with ~30 active singers, limited funding, minimal digital presence, and constrained rehearsal space.

Approach

Comprehensive digital and organizational strategy: social media revitalization, website modernization, targeted outreach, governance and infrastructure improvements, donor and grant-ready materials, and board/staff support.

Results

- Membership more than doubled ($\approx 30 \rightarrow 65+$ singers)
- Venue upgrade: moved rehearsals to First Baptist Church Shelby to accommodate growth
- Budget for instrumentalists tripled via new grants and donor development
- Subscriber base and visibility expanded; sustained programming and deeper cultural impact

Impact

Under Joshua's leadership, the Cleveland County Choral Society has transitioned from a modest community ensemble into a regionally recognized arts organization with stronger financial footing, improved artistic capacity, and a growing community presence.

Contact

Joshua Jai Sellers • joshuajaisellers@gmail.com • 912 S. Battleground Ave., Kings Mountain, NC • jaisellers.com

Core values: Equity • Stewardship • Craft • Measurable impact