



Going Live

A guide for the leadership team.

What happens when you flip the switch, what your members will see — and when.

While you've been setting up — importing the roster, entering the schedule, building the library — your members haven't heard a thing. That's deliberate. Backstage Baton holds all member emails while your organization is in setup, so nobody gets a half-finished experience.

Go Live is the moment that changes. Welcome emails go out, the weekly rhythm begins, and your members meet the platform for the first time. This guide walks through exactly what that looks like from their side, and gives you a checklist and a ready-to-adapt announcement email so the moment lands well.

THE THREE PHASES

1

BEFORE

Finish the checklist on page 2, then send your own announcement email (draft on page 4) so members know what's coming.

2

THE MOMENT

You go live. Every member with a login account receives their welcome email — all at once.

3

THE FIRST WEEK

Two short follow-up emails help members settle in, and the weekly rhythm — one update email, rehearsal-morning reminders — begins.

Nobody gets left behind. No member is ever required to install an app or log in. Everything important arrives by email with one-tap links — setting a password is an invitation, never a requirement. Members who prefer paper and a phone call can participate fully; leadership can record things on their behalf.

Timing. Aim to go live about a week before your first rehearsal back. The password link in the welcome email works for 7 days, and a rehearsal on the calendar gives members a reason to open everything.

Are you ready? The checklist

Four items are required — the platform checks them before it will let you go live. The rest aren't enforced, but each one visibly improves your members' first week.

REQUIRED — THE PLATFORM CHECKS THESE

- ☐ **A leader is assigned** (president, director...)
- ☐ **At least one ensemble** is created
- ☐ **Members are added** to the roster
- ☐ **Your organization's name** is complete

STRONGLY RECOMMENDED BEFORE YOU FLIP

- ☐ **The schedule is entered** — rehearsals and concerts with venues. The welcome experience is empty without something to look forward to.
- ☐ **Every member has an ensemble and an instrument.** Instruments place members in sections and on concert rosters.
- ☐ **Sections exist and section leaders are named.** Two hours after each welcome, members get a "meet your section leader" email — it can only send if the section leader exists.
- ☐ **The weekly update is configured** — input day, send day, who contributes, and (if you want it) the approval step. Settings → Communications → Weekly Digest.
- ☐ **Every member is reachable** — an email address, or a communication proxy (a family member who receives on their behalf). A member with neither will hear nothing; leadership carries their updates by hand.
- ☐ **Your announcement email has gone out** (page 4). A welcome email from a sender they recognize is expected; one from a platform they've never heard of is spam-folder bait.

Want a soft launch first? Leadership and section leaders receive their welcome emails immediately, even before Go Live — they're your pilot group. Give a few trusted members a leadership role (section leader is a real job, not a workaround) and they can try everything and vouch for it before the whole band comes aboard.

The moment you go live

Every member with a login account receives the welcome email at right. It contains:

Right away

The welcome email — a set-your-password button (works for 7 days, and entirely optional), a link to print their music-stand name tent, a “want text reminders?” card if they have a phone on file, and your photo-permission question if your group uses it. One email, everything they need.

+ 2 hours

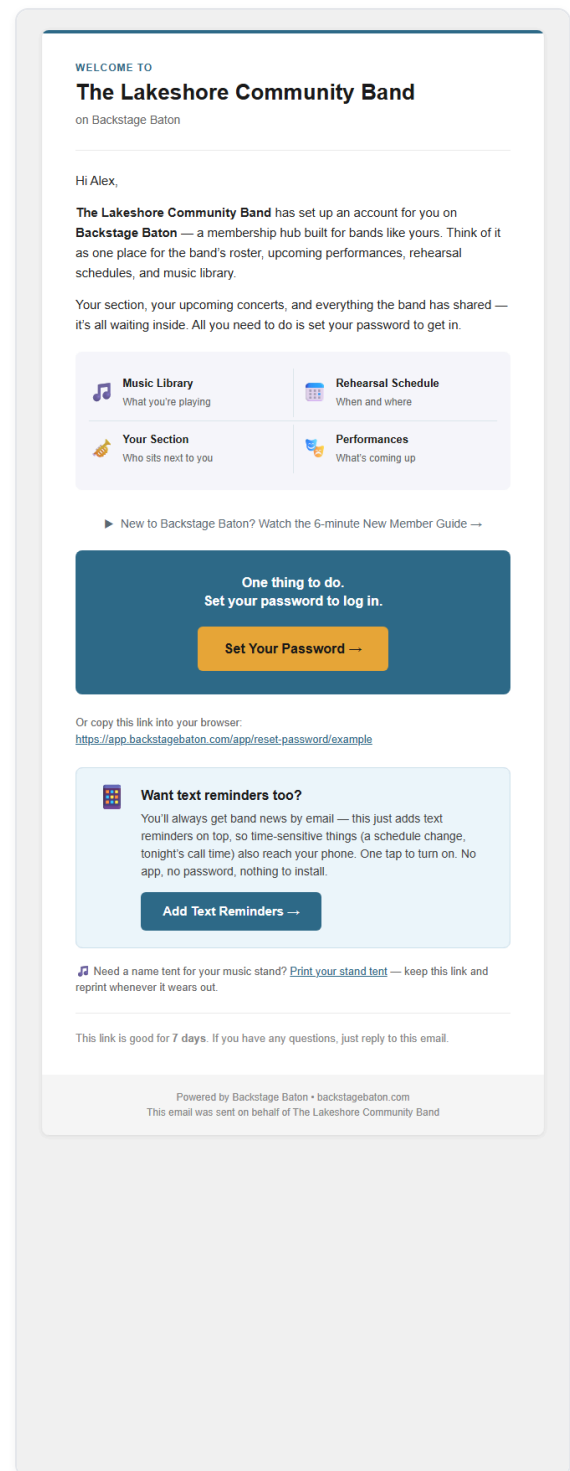
Meet your section leader — who leads their section and how to reach them. Skipped gracefully if no section is assigned.

+ 2 days

The basics — a short tour of what arrives by email each week and what the portal offers if they want it.

+ 3 days

“Put it on your phone” — an optional invitation to install the app. Members who ignore it lose nothing.



The welcome email. Password setup is presented as an invitation — the member is fully on the roster either way.

Then, every week

Weekly

The weekly update (right) — one polished email with the week’s rehearsal, the music with listen links, announcements from leadership, concert details, and what’s coming up. Sent on the day and time you chose.

Rehearsal mornings

A morning-of reminder — tonight’s time, venue, and music, with a one-tap “can’t make it tonight?” link. No login needed; a tap tells the section leader.

That’s it

Two emails in a normal week. Backstage Baton is deliberately quiet — members hear from it when there’s something to act on, so every email keeps its weight.

You’re on the list too. Leadership receives every member email, so you always see exactly what your members see.

Concert Band

Weekly Update — Week of May 11, 2026

We’re heading into our summer rehearsal schedule with some venue changes due to school closures. Cresthill Middle School isn’t available for July rehearsals, so we’ll be meeting at Denver Percussion for those sessions as we prepare for our August 5th outdoor concert.

This Week’s Rehearsal

Wednesday, May 13 — 7:45-9:15 PM
[Denver Percussion](#)
7399 South Tucson Way, Suite B-2, Centennial, CO

Reading Order for Wednesday

We’ll continue with the sight reading rehearsal of “A Summer of Movies” from last Wednesday’s canceled rehearsal:

Spider-Man: No Way Home
Avengers: Age of Ultron
Masters of the Universe
The Unsinkable Molly Brown
Shrek Dance Party
Pixar Movie Magic
Star Wars Saga

Our August 5th concert “A Summer of Movies” is part of the Highlands Ranch Metro Districts Ice Cream Social Community event. This outdoor performance at Civic Green Park gets excellent community turnout. We’ll perform from 6:00-6:50 PM with a 5:30 PM call time, and Swing Shift follows from 7:10-8:00 PM. Since this is a weeknight performance, please plan ahead for getting off work and navigating high traffic times. Because August 5th falls on a Wednesday, that performance takes the place of our regular rehearsal. We’ll take June and early July off since schools are closed for summer, then resume in July at Denver Percussion.

Looking Ahead

Rehearsal	Wed, May 20	Cresthill Middle School · 7:45 PM
Rehearsal	Wed, Jul 15	Denver Percussion · 7:45 PM
Rehearsal	Wed, Jul 22	Denver Percussion · 7:45 PM
Rehearsal	Wed, Jul 29	Denver Percussion · 7:45 PM
Performance	Wed, Aug 5	A Summer of Movies at Civic Green Park · 6:00 PM
Rehearsal	Wed, Aug 12	Music for a Darkened Theater rehearsals begin
Performance	Sun, Oct 25	Music for a Darkened Theater at Aspen Academy · 3:00 PM
Performance	Sun, Dec 6	Holiday Concert at Mountainview Christian Church · 3:00 PM
Performance	Sun, Feb 21	Fire & Ice at Mountainview Christian Church · 3:00 PM

Once we have our fall rehearsal dates confirmed with Cresthill and Denver Percussion, we’ll share the complete schedule. See you Wednesday at Denver Percussion!

This is an automated weekly digest from Backstage Baton.

The weekly update — the schedule and leadership’s notes in one email.

Your announcement email — a draft to make your own

Send this a few days *before* you go live, from your own address or through Backstage Baton's email tools (Communications → compose to all members — available during setup for exactly this purpose). Edit freely — it should sound like you. Replace the **highlighted** parts.

From: you, the president or director | **Subject:** A new home for **[Band Name]**'s schedule and updates

Hi everyone,

Starting **[date]**, **[Band Name]** is moving our schedule, roster, and weekly communications to a platform called **Backstage Baton** — built specifically for community ensembles like ours. Here's what to expect, and what (little) you need to do.

In the next few days you'll get a welcome email with the subject "**[Band Name]** is now on Backstage Baton." It's real — not spam. Inside is a button to set a password, which is *optional*: you do not need an account, an app, or a password to stay fully in the loop.

What changes for you:

- **One weekly email** with the week's rehearsal, the music (with recordings to listen to), announcements, and upcoming dates — everything in one place.
- **A reminder on rehearsal mornings** with the time, place, and music. If you can't make it, there's a one-tap link right in the email — no login, it just tells us.
- **That's about it.** Two emails in a normal week. No accounts to manage, nothing to install.

If you want more, the welcome email is your door: set a password to browse the schedule and roster online, subscribe our calendar into your phone's calendar app, or add the app to your home screen. All optional, all at your pace.

Your contact information stays private to the band, and you can adjust what fellow members can see anytime. Questions? Just reply to me — or grab me at rehearsal.

[Your name]

[Role], **[Band Name]**

Common questions

What if a member never sets their password?

Nothing breaks. They stay on the roster, receive every email, and can use every one-tap link. The password link expires after 7 days, but a fresh one can be sent from their member profile anytime.

What about members without email?

Give them a communication proxy — a spouse or family member who receives on their behalf — or leave them analog: printable schedules exist, and leadership can record absences and answers for them. Full participation never requires the platform.

Can we try it with a few people first?

Yes — anyone holding a leadership role (including section leaders) receives their welcome immediately, before Go Live. Promote your pilot group, let them kick the tires, then flip the switch for everyone.

Will members get flooded with email?

No. The first week has the welcome plus three short follow-ups spread over three days; after that it's two emails in a normal week — the weekly update and rehearsal-morning reminders. Anything else has to clear a high bar.

We went live and need breathing room — can we pause?

Yes. Automated member emails can be paused org-wide temporarily — ask us, or your administrator can set it. Password resets and direct leadership messages still work.

When exactly should we go live?

About a week before your first rehearsal back. Welcome links are valid 7 days, the first weekly update lands with real content, and the first reminder arrives while the welcome is still fresh.

Who actually flips the switch?

You do — from the Launch step of your setup. If you'd rather do it together over a call, we're happy to walk through it with you.

What do members see if they DO log in?

A clean portal: the schedule, their section, the music with recordings, their own profile and preferences. On a phone it works like an app — installable, but never required.