ROTARY STRATEGIES IN THE TIME OF COVID-19

• Asks members or "guest speakers" to record video presentations to promote through social channels.

Have a member with an interesting hobby like beekeeping? Any business owners getting creative during the pandemic? Have members who are passionate about particular service projects? Ask them to share a self-recorded video!

• These can be recorded simply using a cell phone. Try to limit video recordings to 5-6 minutes maximum.

• Remember to write engaging posts that encourage members and guests to interact with the content.

• Facebook Live is a great tool for short presentations featuring your members with interesting hobbies, because the audience can ask questions in real-time that the presenter can answer on the spot.

Engagement through Service (from Afar)

Of course, the BEST way to engage members is the same in-person or on-line! Get creative with ways to keep the spirit of service alive with your members!

Donate As always, you can ask members to donate to The Rotary Foundation (hint: use the array of Rotary assets including videos to promote; all available on My Rotary). Other considerations include initiating "friendly competitions" with other clubs to see which can raise the most money for a particular focus area or fund to earn "bragging rights" (or maybe the "losing" club has to provide the manual labor for the

winning club's future project). Get creative and use this opportunity to bolster promotion of opportunities for Rotarians to give.

Spread Goodwill

• Choose a local charity and ask all members to highlight it using their social channels. Choose a new charity each week! This is a great way to leverage the influence of Rotarian leaders to elevate causes that matter to your local community (and it might even sprout a future project collaboration!).

• Coordinate with local hospitals or nursing homes for members to send cards or letters to combat loneliness from isolation in facilities that have limited visitors.

• Ask members to make blankets for My Very Own Blanket or similar organizations

• Challenge members to look through their homes and sort items that can be donated to charity. Once it is safe to do so, hold a group donation day to a local charity thrift store (remember to take pictures!).

• Ask members to record themselves reading children's books and post through your club's social channels for parents to share with their children for "alt-tv time" during school closures.

• Start a gift card drive. Ask members to purchase gifts cards (bonus points if it's a local small business) and then mail them along with a note from the Rotarian to organizations that would

be able to put them to good use

Creative Engagement Strategies

Chain Letters - Start a good old-fashioned-chain letter to engage members. See resources below for a template of an easy example to distribute via email.

Pen Pals - Develop a relationship with another club near or far to start "Rotary Pen Pals." See the sample invitation letter. This is a great way to strike up a relationship with someone you've met at an International Convention or a District Conference. Invite the partnering club to share mailing addresses for their members and then assign each one to a member of your own club to start exchanging letters.

"Crash" an E-Club! - Share information about e-clubs with your members. Some e-clubs hold "virtual meetings" and some include online content. Anyone can peruse the websites of e-clubs and get inspired for other ways to maintain engagement without in-person meetings (they are the experts, after all!)

Board Buddies - Assign each of your board members (and possibly committee chairs) to 5-6 club members and ask them to maintain regular contact to foster engagement

I would like to thank Rotary.org, our Zone 33 Coordinator Team, sister District 6690 and the many resources available on the Zone 33/34 webiste for the ideas and material. We are lucky to be in good company from Pennsylania to the southern Caribbean!