

GUIDANCE FOR MAINTAINING
MEMBER ENGAGEMENT DURING THE

COVID-19 PANDEMIC

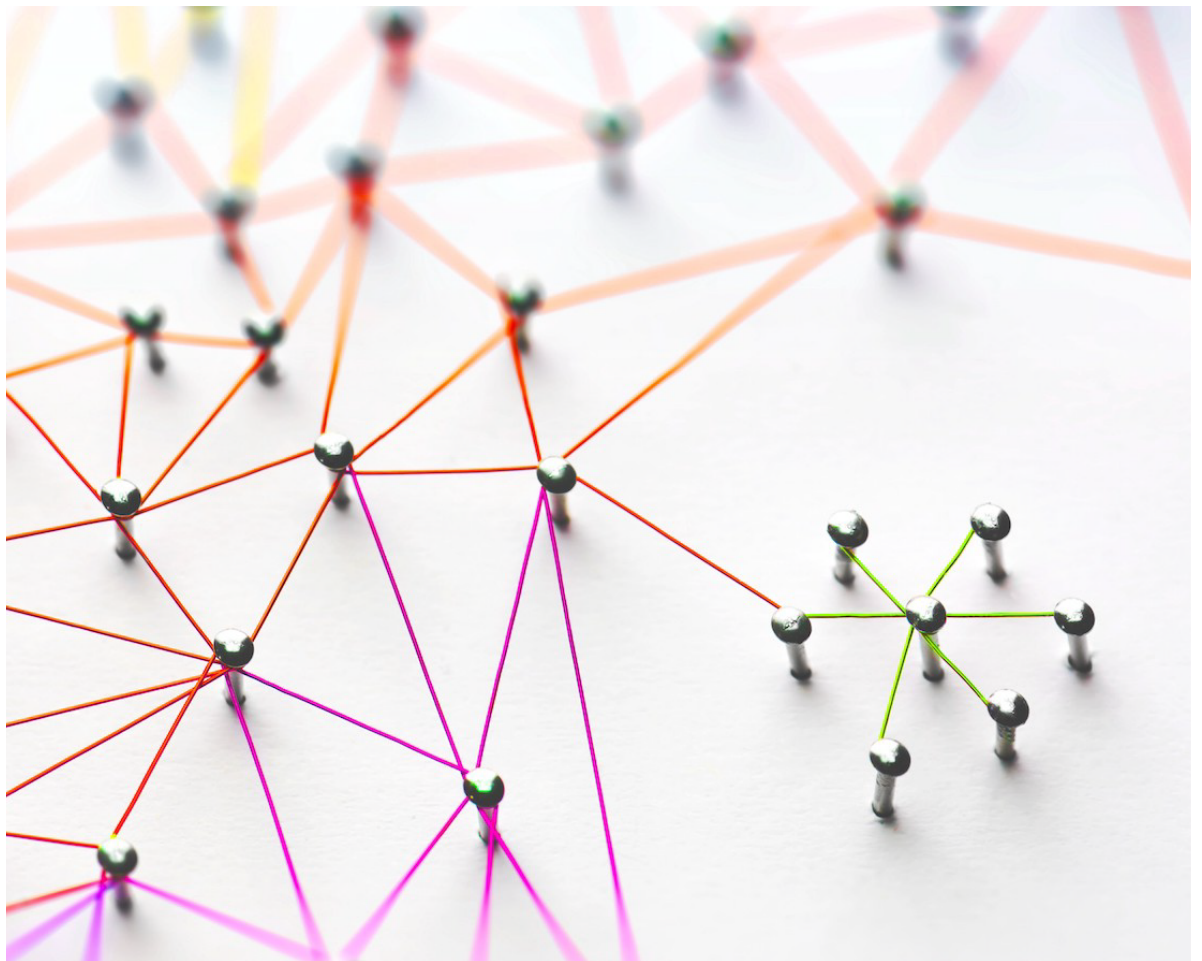


2

This guide has been prepared to assist Clubs in their efforts to maintain Membership engagement at this difficult operational time. The guide is not exhaustive and many ideas may be added as the ingenuity and adaptability of our Clubs find new and innovative ways to maintain our fellowship.

Online meetings are the preferred method of maintaining Club connection during the current emergency, **there are some useful links appended to this guide to assist those unfamiliar with this format, and give further information for those who are familiar.**

Your District Leadership Team is, as always, an exceptional resource, this guide is an addition to your District's guidance and assistance. Your District Governor and the leadership team, District Membership Chair, Foundation and Public Image Chairs are a considerable source for information and assistance as we adapt to this new, and hopefully short term, reality.



3

OVERVIEW

Replacing In Person Meetings with Virtual meetings is an important part of this guide, but it is not its entirety. However the initial overview largely concentrates on this possibility. We do strongly advise having a strong and significant online presence in the absence of 'in person' meetings.

Please ensure that you maintain regular communication with your members about your Club's plans, including 'Rotary' news, Club announcements and the latest guidance on health/safety advise Weekly communications in addition to any virtual meeting is essential.

If you are having virtual meetings, ensure consistency of your messaging by involving all Club Officers in the arrangements for these meetings. Clear and consistent messaging gives confidence and encourages good attendance.

As stated, we strongly recommend having Virtual Meetings when in person meetings are not advisable. If this is not possible, regular Rotary communications are an essential service to your members.

Given the community concerns about this virus, let us not forget our own Rotary family, sometimes the caregivers need care, and we should be mindful of the needs of vulnerable Rotarians in our own Club, District or Zone.

We are currently in training mode and thankfully our Districts have mostly completed many components of training our PEs and District officers. However some training requirements remain outstanding, and many Districts are now working hard to create an online District Training Assembly program. Your Rotary Coordinator team will be glad to assist in this endeavor, just let me know of your requirements.

While mentioning Training, I would like to highlight the exceptional resource offered on our Rotary International Website at the Learning Center. The catalogue of available courses is extensive, covering all aspects of Rotary positions, disciplines, projects and initiatives. You can learn by subject, job or even develop your life skills in an easy to connect format, that you regulate on your own timescale. Please click the link in the appendix for further information.

If you are not using virtual meetings for your Club, please encourage your members to visit existing E Clubs, most Districts have an E Club, but of course they are Clubs without borders and you can visit with any E Club, anywhere.

4

GUIDANCE FOR A SUCCESSFUL ONLINE MEETING



Choose your time - consider whether you want the virtual meeting to be at the regular Club meeting time and day, or do you want to meet at another time - always consider maximizing the attendance.



Next choose a suitable duration - probably best not to exceed 1 hour, or perhaps you should consider shorter duration.



Decide what elements of your 'in person' meeting you want to include in your virtual meeting - maintain the vibrancy, not everything can transfer to virtual format successfully



Do keep all of the strong fellowship activities, eg Member profiles, entertaining speakers, happy bucks - figure out creative ways to collect these.



Maintain a manageable meeting - Mute if necessary and set up a system for recognizing someone who wants to speak.



Confirm if your speaker, if you have one, needs to use PowerPoint - you will have to pass the 'share screen' option to your speaker or make other arrangements.



If you are comfortable using video - using the 'share screen' option - there are many wonderful Rotary videos available on the RI website, or on Vimeo or YouTube. You must remember to share audio as well as screen so all participants can hear.



If you have not used the online meeting format before, do practice before going live. Get accustomed to the control elements offered and ensure good picture and sound quality.



Do you have new strategy that's working for you? Why not share your success with others. Send details to rotary.yxe@gmail.com

5

USEFUL LINKS



Rotary Membership resources

<https://my.rotary.org/en/learning-reference/learn-topic/membership>



Rotary Online Meeting guidance

<https://my.rotary.org/en/learning-reference/learn-topic/online-club-meetings>



Rotary - Taking your Club online - Story/Guidance

<https://www.rotary.org/en/how-take-your-club-online>



YouTube Zoom Meeting Guidance

<https://www.youtube.com/watch?v=-2pq4l1urXA>



GoToMeeting assistance

<https://support.goto.com/meeting>



Rotary Learning Center - your online learning and personal growth tool

<https://www.rotary.org/learn>



Using Zoom for Rotary Meetings

<http://youtube.com/watch?v=E3O7i4OHFJY&t=2s>



Public Image videos

<http://myrotarystory.org/presentations.html>

