



### **GOAL OF PUBLIC IMAGE: GROW ROTARY**

Cannot let members adapt to life without Rotary. Continue to reinforce Rotary's relevance. It is situations like this that show Rotary's ability to adapt.

#### **Overcommunicate to your members**

- Weekly newsletter vs monthly
- Divide up member list assign to board members
- Make sure everyone knows meetings are still happening
- Offer technical assistance to those who may not be the most tech savvy to encourage participation

#### **Member recruitment doesn't have to stop**

- Do not shy away from inviting guests just because we've gone virtual
- Give them something to come to by looking for interesting and international speakers
- No longer landlocked
- Promote weekly meeting in Facebook events. List District as co-host.

#### **Continue to "Do Rotary"**

- Evaluate budget for expenses that went away. Continue to bill for meals (lunch money) offer options if necessary
- Reach out to the organizations you support
- Find "virtual" ways to support
- Ask them to send you a video Thank You
- Promote continued impact to your members and the world
- TAG the District in your Social Media posts promoting club activities

#### **E Club of Global Trekkers**

- [www.rotaryglobaltrekkers.org](http://www.rotaryglobaltrekkers.org)
- Visit their club. See how they have been running virtual meetings for years.
- Global programs.
- Venmo happy bucks OR sell Happy Bucks cards for unlimited Happy Bucks through the end of the Rotary year.

#### **Wednesday at 505 Virtual Networking**

- A virtual Happy Hour for ALL District 7690 Rotarians
- Go to Facebook for Zoom meeting info

#### **COVID-19 Resource Page**

- If you have a web site, add a link to the District COVID19 page.

#### **Rotary Opens Opportunities**

- Rotary offers 4 opportunities. Professional networking. Leadership development. Social activities. Service opportunities.
- Promote all 4 opportunities.
- Everyone is not looking for the same thing.