

KEEPING MEMBERS ENGAGED VIRTUALLY

With all the changes this semester, it's important to keep members of your organization engaged virtually in order to stay as up to date on current projects, to maintain momentum for future semesters, and to offer critical time to socialize and feel supported for your members. As people search for positive ways to fill their time while practicing social distancing, it could be a great time to recruit and engage new members as well!



BE SMART ABOUT COMMUNICATION

Not everything requires even a digital meeting - determine what information can be sent through chat tools like Discord or Slack, what information should be centralized in an email, and what needs to be communicated or discussed in meetings.

KEEP YOUR SOCIAL MEDIA CURRENT & INTERACTIVE

Many organizations developed their own challenges on social media, like bingo boards or themed posting days. This is helpful for people interested in joining the organization to get a sense of what your organization's personality is.

RECOGNIZE THE ROLE YOUR ORGANIZATION PLAYS IN MEMBER'S LIVES

People may not all join your organization for the same reason, and some members may choose to check out due to new circumstances or a lack of ongoing interest. There are also likely members who depend on your organization for a sense of purpose and social connection - your group may be one of few opportunities to connect besides school and home life. Let your members know you are here for them!



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UTILIZE ZOOM (OR OTHER TOOLS)

Take advantage of tools like Zoom or Google Hangout for group meetings to discuss ongoing projects, and to offer more random opportunities to connect through discussions of less practical topics like your favorite snack or best show to binge-watch. You also might consider doing more developmental activities, like talking about your Strengths or practicing your personal elevator pitches together.

MAINTAIN CONSISTENCY

Offer virtual meetings at times that closely mimic your regular schedule, depending on leader and member availability. Having a sense of routine can be helpful when people feel like life has been disrupted in a major way. If you would typically recognize graduating students or do an end of year debrief, find ways to still complete these functions.

GET CREATIVE WITH VIRTUAL OFFERINGS

Try to find ways to offer pre-planned events in an online format, like having a guest speaker share remarks during a Zoom call or having a showcase with individual performances on a Facebook Live stream. If you typically do service or community outreach, find ways to do more educational activities around the groups you serve or facilitate virtual fundraising events to support community organizations.

MISSION
VISION



GOALS
ASSESSMENT

GET REFLECTIVE ABOUT THE STATE OF YOUR ORGANIZATION

We encourage you to re-assess the priorities of your organization and evaluate the alignment of your goals with your mission. Be considerate of ways you might need to temporarily shift expectations, such as changing member requirements like service hours or moving up your officer elections. Coming soon: A guide to self-assessing your organization's health!