High Impact District & Club Events

VIRTUAL & HYBRID

Saturday, August 8th 2020
Why High Impact?

• Because the Virtual World is here to stay.

• Because IMPACT=ENGAGEMENT.

• Because we have something important to say.
High Impact Tips: Basic Success

• Know the technology and be able to use it

• Follow the Three P’s
  • (Prepared, Polished, Pizazz)

• Get a ZOOM Team!
High Impact Tips: Money Makes a Difference

• Upgrade your account for more features
  • Rotary Global Rewards-20% off Zoom

• Find someone to help you- “Zoom intern” perhaps?

• What can you afford to invest to get better results
High Impact Tips: Ideas on how to spend $$

• No budget to low budget
  • Livestream to Facebook
  • Post or email recorded meetings
  • Buy some pizza
  • Swag Bags
High Impact Tips: Ideas on how to spend $$

Boys and Girls Club Event
Raised $80,000
Utilized:
• Filmed Testimonials
• On-air hosts
• Leveraged Matching
• Food option

Hosted by local Events Company for a fee
High Impact Tips: Ideas on how to spend $$

Theatre Company
Live Interview with VIP
Utilized:
• Facebook
• Virtual Switching Software- Streamyard

Annual subscriptions-
Free basic account
$240/year Basic
$468/year Pro

(streamyard.com)
High Impact Tips: Ideas on how to spend $$

- Hybrid Meetings too!

- Lots of great virtual event platforms available too for a Conference, Assembly or Summit
  - Whova
  - HOPIN
  - Many more!

*Do your research before signing any contract!
Rotary
Open(s Opportunities)
Houses

D6840 Official DG Visits by Territory (Cluster)

DG Elizabeth Van Sant
VanSantD6840@gmail.com
D6840 Rotary Open(s Opportunities) Houses

- Organized by Territory
  - 4-6 clubs
- Club Presidents set guest list
  - 5-8 members of his/her leadership team
- Same agenda for each visit
  - Breakouts with District Chairs
- Increase collaboration among regional clubs
- Live demonstration of RCC, the Learning Center, etc.
- Completed by end of August

DG Elizabeth Van Sant
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D6840 Rotary Open(s Opportunities) Houses

HEARTLAND TERRITORY FOUNDATION STATS
Heartland members gave 15% of all donations to the Annual Fund from D6840 members.

2019-2020 AF: $165,317

15%

DG Elizabeth Van Sant
VanSantD6840@gmail.com

5:45-6pm log in and check technology/equipment
6:00 Territory AG gives welcome
6:05 Club presidents introduce club – major projects and initiatives
6:30 DG presents Rotary 2020-2021 Theme and District goals
6:50 Breakout rooms (simultaneous)
  Foundation presentation and Q&A
  Membership presentation and Q&A
Club President & Secretary with DG and AG open forum
7:15 back to main room for AG wrap up and future planning
7:25 DG wrap up
Rotaract Club of Birmingham

Brass Bralley
President, 2020-2021
LEARN

• Luncheons – Hybrid + Virtual
• Professional Development Series
• Rotary Roundtables
• Leadership Development Program
SOCIALIZE

• Virtual Socials + Breakout rooms
• Drive-in Film Screenings
• New Member Onboarding
• Board Outreach for Member Touchpoints
SERVE

- Signature Service
  - Ready2Read
  - Ready2Succeed
- Club Service – Monthly Service Partners
  - Outside clean-up
- Rotaract Board + Chair Service
Becoming a COVID-19 Resource

Wes Grudzien
Rotary Club of Toledo, Ohio
Member-COVID-19 Response Committee
Becoming a Covid-19 Resource

• Why it’s our duty as Rotarians to be a Covid-19 information source

• How to leverage available resources

• How to turn Covid-19 into an opportunity to generate awareness for your club
Why it’s our duty as Rotarians to be a Covid-19 information source

Hits multiple areas of focus fulfilling Rotary’s mission

- Disease Prevention
- Promoting Peace
- Supporting Education

Make a tangible impact on your community
How to leverage available resources

• Be data driven
• Use local sources for local information
• Have an educators mindset
How to turn Covid-19 into an opportunity to generate awareness for your club

• Provide great valuable information

• “Brand” the information

• Share information freely and on “re-sharable” social media platforms (Facebook, Instagram, Emails)
Thank You!
Any Questions?
Panelist Contact Info

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• Elizabeth Van Sant, DG- VanSantD6480@gmail.com

• Wes Grudzien- wes.grudzien@marketplaceninjas.com

• Brass Bralley- president@birminghamrotaract.com