



## HOSTING VIRTUAL CKI CLUB EVENTS

CKI does not stop— we adapt, even in the midst of a pandemic. Your CKI club’s future success will depend on your continued virtual engagement of existing membership as well as efforts to expand your base through the summer. Setting these foundations now will be vital if you do not wish to be caught blindsided in the fall, no matter what reality we face then.

### **How often?**

This is up to your individual club and the capacity of its officers. You may consider an absolute minimum of two virtual events per month. Consider what balance is best for the size of your membership and the interest of your members or prospective new members whom you would like to attract.

### **What types of virtual events?**

The sky’s the limit when it comes to the kinds of events you may plan. Your number one goal is to make them engaging.



#### *Socials*

Provide opportunities for your club members to bond and feel less isolated in these trying times. There are endless ideas accessible online, from online “board” games and movie nights to get-to-know-you activities and conversation starters.



#### *Service projects and advocacy*

CKI is needed for its service now more than ever. Your club can virtually tutor children, accept the WASH 6K challenge, or advocate for vulnerable populations. Consider competitions or challenges to see who can donate the most rice at Freerice.com within a set timeframe.



#### *Professional development*

Provide prospective and current members with the opportunity to develop skills. Sessions about networking, resumes, and LinkedIn are being offered by CKI. Get creative by asking CKI alumni or community leaders if they would offer tips about life after college or sit on a career fair panel.



#### *Meetings*

Meetings must be reconceptualized to revolve entirely around engagement if they are not in your club already. It may be wise for any updates which would have been covered “meetings” are absorbed into events, as those above, to be more marketable to prospective and current members.





## *Collaborative events*

Any of the above events can be in conjunction with another club(s), too! Distance is no longer a barrier for interclubs or Kiwanis family events throughout your district or even beyond your district. This is a great opportunity to introduce prospective and current members to the “International” aspect of CKI.

## **Who is the target audience?**

There are two groups of people whom you must aim to engage: your existing membership and prospective new members. There is no guarantee that your existing members will retain their passion for CKI when “normalcy” resumes if their favorite community service organization offered no support to the community when it was needed most. Keep their internal fires lit!

There are many incoming/students at your university who are looking for a community of people who care *now*, don’t miss them! You should open virtual events to all students, even gearing the content and promotion of a number of events specifically to non-members and— especially— incoming first years. This will be the key to expanding your membership as long as social distancing measures remain.

## **General tips for virtual facilitation.**

1. Get creative! There are endless ways to engage prospective and current members in this time, this is an opportunity to showcase your ability to adapt and thrive as a leader in a new reality.
2. Have fun! The more natural you are, the more comfortable participants will be.
3. Do not look at yourself when speaking, look at the camera.
4. If it is a session that requires active engagement, set an expectation for all cameras to be turned on.

