

2020-2021 Webinar Schedule

Date	Topic	Description
October 19, 2020	Virtual Fundraising	Has your club been hit hard financially due to the pandemic? Do you need some ideas on how to do a little fundraising while still adhering to local laws and restrictions due to Covid-19? Learn some innovative and practical ideas for fundraising using a virtual platform. To Register, click: https://zoom.us/meeting/register/tJ0sd-uurz0vEtzB_Ah96NXAnVJ7UxbETufH
November 16, 2020	Planning Online Events	Virtual races, Zoom escape Rooms, Virtual game nights, etc. Learn about how to plan free and paid virtual community events. To Register, click: https://zoom.us/meeting/register/tJctd-mqqDopGtfM9jiqNQnGP62jmh1MTV2m
December 14, 2020	OptiForum	In difficult times, we learn the true value of optimism. Some Clubs have continued to flourish and others find themselves in a struggle for survival. Optimist International President Mark Weinsoff has pulled together resources with suggestions for both and wants to share those suggestions during the December OptiForum. To Register, Click https://zoom.us/meeting/register/tJAlcOGggTkiGtWSWV30WMGYpxICKEhdWCLM
December 21, 2020	Getting Started with Instagram for your Club	So you want to appeal to a younger audience for club events or recruiting but you are not quite sure how to start? Learn how to set up and get started with a club Instagram account. To register: https://zoom.us/meeting/register/tJAlduyqpszqG9PjowmrrtDe-UTP3ZNWo2WG
January 18, 2021	Effective & Fun Meetings- Online, In Person or Hybrid	Your club has resumed meetings but you are not getting the participation you desire. Some are in person, some online and you want to engage them all. Learn how to conduct fun and effective meetings, no matter the format. To Register, click: https://zoom.us/meeting/register/tJMcsc-ivqjliEtF0KIJuekFeL-Yuz9B6oKdH
February 15, 2021	Club Facebook Basics	Learn the difference between a public Facebook page and a Private group. Explore the differences and how your club could benefit from both. To register: https://zoom.us/meeting/register/tJlqdOieurDkvGtfgJO1Sqqw400DDeOPI4gpg

March 15, 2021	What is your Club Marketing Strategy?	Is your club the best kept secret in your town? It's time to let the cat out of the bag! Learn how you can expand the visibility of your club in your community thus expanding your impact. To register: https://zoom.us/meeting/register/tJAvcuqupz4rH9bymhzipN5zYebU290ZpYVj
April 19, 2021	Take me to your "next" Leader	Can you club boast no repeat presidents? Can you identify the next president-elect, and the next, right now? Or does the prospect of being president send your volunteers running for the hills? Learn how to build your club leadership pipeline. To register, click: https://zoom.us/meeting/register/tJcof-2srTgiEtZ7j56oMFTgl4J1lPsfhODk
May 17, 2021	Creating Content for Social Media	So you have a Facebook page and an Instagram account. Now what? Learn some simple tips and tricks for creating impactful content for social media. To register: https://zoom.us/meeting/register/tJwufumtqzwrHN1UGOpHvDJtLfkbM0j_lhxZ
June 21, 2021	Facebook Page Management	Want more likes? Need more engagement? Learn how to use the Facebook Page Manager to collect metrics and drive your social media strategy. To register, click: https://zoom.us/meeting/register/tJlIdO2qpzlpE9JF0ZprQWg_HyJz_T8ckqyB
August 23, 2021	Tools for Communication	100 Club members. 30% read email. 60 % are on Facebook. 20% are texters and some are on Facebook and some are not. 12 like things in writing in the mail and 15 want a personal phone call. Only 70% attend the meetings. How do you get the message to your members? Learn about some tools useful for reaching your harder to reach members. To register, click: https://zoom.us/meeting/register/tJwrce-hqT4rGtlf_2yOdcUce-D5yiY-yFPz