Welcome to Zoom-Zoom for Membership Boom Boom Webinar

Hosted by: James Minter

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James C. Minter

Married (Jody) with three children: Prestin (Ohio Key Club Governor 2016), Pierce (started K-kids at Wilder Elementary) and Peytyn (K-kid in training)

Kiwanian with Columbus, Ohio Kiwanis E-Club, & Westerville 1997 – 2020
Committees/Positions: Newsletter, PR, Regatta, Program Chair, VP Elect
Westerville Central HS Kiwanis Advisor 2014-2017
“Friends Of Wilder Elementary” Award for starting K-kids 2015
Westerville President 2015-2016
Kiwanis Hixon Fellowship Award Recipient 2016
Ohio 10E Lieutenant Governor 2017-2018
Ohio District Kiwanis PR Chair 2019-2021
Personal – Professional

• Ohio Radio Personality 1993-2016 “Viper”
• Owner of Buckeye Media Services / Multimedia Agency
• Franchise Broker / FranNet Columbus
• Eagle Scout / Troop 2 (Louisville, Ky)
• Vineyard Community Church
• AmSpirit, Connected, Westerville & Gahanna Chamber
• Enjoy Camping, Theatre, Motorcycles, Buckeyes, Reds and Bengals
• International Voice Over Talent – Megamind (2010)
In this webinar we’ll discuss utilizing online resources like Zoom, Facebook, Kiwanis websites, calendars and social engagement tools to help promote club activities, improve meetings and promote events like a membership drive. Ultimately, we want (need) more members. We will highlight some PR tools that will help us accomplish that goal throughout the district.
Technology helps us strengthen and grow our clubs

- Zoom, Microsoft Teams, Go To Meetings, Google Meet, Skype
- Facebook, Instagram (app), Twitter, LinkedIn Networking
- Kiwanis Websites (2020 there were 56 clubs without websites or FB page)
- District calendar for officers, committees, planning, sharing Kiwanis event information

Education presentations, member bios, games, trivia, socials, new member orientation, membership drive, guest speakers, open house event or incorporating Aktion Club SLP.

P1: Does your club have an active, up to date website and FB page with member, officer information and meeting times? Results? Discussion?

P2: Which social media & video platforms have you used the most prior to, or during COVID19? Results? Discussion?
Adjustments to COVID-19

- COVID-19 has changed the way the WORLD will do business moving forward
- COVID-19 will affect the way groups gather, the way meetings are conducted
- COVID-19 will affect how individuals interact daily, weekly, and monthly throughout the year

How has your club adjusted to COVID19? What has your club done to come together during this crisis (KCF)?

Kiwanis was significantly affected by the COVID19 pandemic as we canceled two major, annual events, Mid-Year Education Day and the 2020 Kiwanis International Convention. We “pivoted” and have begun to implement online educational webinars and meetings to remain connected and relevant to members. We encouraging all clubs to use technology to reach out and invite past, present and perspective new members to become more involved in Kiwanis. T

P3: How has your club used online video platforms prior to and during COVID19? Results? Discussion?

P4: What has been the most challenging aspect of incorporating video platforms for face-to-face or group gatherings for you, and/or your club? Result? Discussion?
Video conferencing options for face-to-face or club and committee meetings

Zoom – Skype - Google Hangouts – Ring Central - GoToMeeting

Identify club needs, cost, FREE versions, number of participants allowed, recording options, time restraints and PC/mobile flexibility and which is more user friendly for you and club members.

**ZOOM:** Free option (Basic) – Pro, Business, Enterprise ($14.99 - $19.99/mo)

- Host up to 100 participants for FREE
- Unlimited one-on-one meetings
- 40 minutes limit on group meetings (basic)
- Recording and Storage with paid subscriptions

P5: How do you see your club using social media video platforms after COVID19? Results? Discussion?
Weekly Club, Committee, Board Meeting during pandemic
Membership orientation, one-on-one “mentoring” programs
Coffee breaks or “lunch buddies” with officers and committee chairs
Training presentations (Governors/LTG) for officers, club presidents and members
Club Socials - game night, trivia www.kahoots.com, sharing hobbies
Training within your Kiwanis club for committee chairs and offices

ZOOM tutorials:
http://youtu.be/hlkCmbvAHQQ
http://youtu.be/2GNufsyJVwM
Facebook, Instagram, Twitter and LinkedIn

- Every Kiwanis club should have one active FB page that is up to date
- Every Kiwanis club should have one (basic) website with up to date info
- One weekly post to promote upcoming social and membership driven events

Branding 101: Everything should be – Kiwanis Club Of……

FREE Facebook page (Business) www.Facebook.com/pages/create
FREE Kiwanis website http://www.ohiokiwanis.org/Page/47551
FREE Instagram account *Download from App Store (iPhone) or Google Play Store
FREE LinkedIn (company) page https://www.linkedin.com/help/linkedin/answer/102586

P6: Which of these would you like to learn more about in a future training webinar?
I encourage you to look into the calendar integration options with some of the video conferencing platforms we've mentioned, including Zoom, Google Hangout, Go To Meetings, Ring Central and others you're considering. With extra time at home, many of us have filled the extra minutes with additional face-to-face meetings and appointments with family, friends and prospects. Calendars are key tools in keeping us sane.

Extra appointments, or opportunities, on top of weekly Kiwanis meetings and family events can be challenging. The Ohio district has been working on a TeamUp calendar to help Governors, Lieutenant Governors, district chairs, presidents and officers with scheduling throughout the year. We will make this available in June to help keep everyone on the same page and help us all do a better job of keeping our “stuff” together moving forward.

Here's a read only link of the Ohio District Kiwanis calendar - https://teamup.com/ks6z4katun24uobboo

This calendar will merge 35-40 district calendars into one, easy to use calendar that all members can view and contribute to, within their respected, administrative duties as officer or committee chair.
Closing comments - Q&A

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UPCOMING WEBINARS:
Monday, May 18, 7:15pm – Membership Boost Q4 with Bill Pees, James C. Minter
Monday, June 1, 7:15pm – Club Coach Training Part 1 with Bill Snellgrove, Lanton Lee
Monday, June 8, 7:15pm – FREE Media, Marketing and Advertising with Emily Sharp
Monday, June 15, 7:15pm – Club Coach Training Part 2 with Bill Snellgrove, Lanton Lee

ALL previous and upcoming webinar presentations are available at www.OhioKiwanis.org (webinars)