COVID-19 Resources for Associations and Chambers

Page updated 4/21/20

Association and chamber of commerce resources to help member-based organizations navigate the current COVID-19 situation. SCROLL DOWN for blog posts, guides, a gallery of announcements for social media updates, and more.

INDUSTRY RESOURCES

+ ASAE Legislative Updates

+ AACE COVID-19 Resources for Chambers

+ Chamber Professionals' Facebook Group

+ Association Chat Facebook Group

+ Main Street USA COVID-19 Resources

BLOG POSTS

+ Member Renewal Letter Template 1

+ Member Renewal Letter Template 2

+ Building an Association Crisis Webpage

+ 5 Tips for Virtual Meeting Newbies

+ THE FAMILIES FIRST COVID RESPONSE ACT

+ COVID-19 & HUMAN RESOURCES

+ ASSOCIATION CRISIS RESPONSE PLANNING

+ DISASTER PREPAREDNESS FOR ASSOCIATIONS

RESOURCE LIBRARY

+ From In-Person to Digital Engagement

+ Workplace Health and Safety Flyer Template

+ COVID-19 SAMPLE CHAMBER RENEWAL LETTER

+ ENGAGEMENT DOESN'T HAVE TO BE FACE-TO-FACE

+ HOW TO PREVENT ZOMBIE BOMBING

HELPFUL ARTICLES

The CARES Act: A Guide to the Resources for Nonprofit Organizations

Office Ergonomics: Your How-To Guide

Tips for Remotely Managing Your Team

10 Tips to Set Up a Temporary Home Office

How to Embrace Remote Work

COVID RESOURCES

+ Federal Information & Situation Reports

Facebook Small Business Grant Program

United Way COVID Resources

CDC Situation Reports

WHO Situation Reports
Part 2
What you say and how you say it is important.
Before you write - Focus

https://www.growthzone.com/write-like-a-rockstar/
How do you get great?

1. Ability
2. Opportunity
3. Advantage
4. Hard work

“10,000 hours of practice to achieve a level of mastery associated with being a world-class expert”
What if you don’t have 10,000 hours?
Simplify as you write
Why is it so hard to simplify?

- We think more is better
- We think different color, fonts (etc) gets attention
- We forget that they scan
- WE can understand LONG sentences
- We think every detail is critical to convince
Q: the color red ... ok to use in font?
What makes un-simple?

1. Too much stimulation
2. Features, no BENEFITS
3. Un-thought out
4. R.O.T.
Which is more scan-able?

**Studio 16** is coming to HHAOR providing "magazine ready" executive **headshots** and helping raise money for RPAC!

Secure your appointment below to get an upgrade for all your 2017 marketing needs!

**Tuesday, January 10 through Friday, January 13**

Here's how it works:

- Schedule an appointment **HERE**!
- Cash/check/credit card (no cash) $20.00 (which will go directly to RPAC)
- **View your images immediately**!
  - Retouch images perfectly on site
  - Choose your favorite image for a 4 x 6 printed photo
  - If you like that look, digital package options are available at an additional cost. Prices vary with package options. Appointments are limited, so please sign up today **HERE**!
  - Multiple wardrobe changes are available. Purchase options available!

Studio 16 comes highly recommended by many top Real Estate offices throughout the country. Take advantage of this opportunity while helping to raise money for RPAC!

You can view their work and information on
- **http://facebook.com/studio16een**
- **http://www.linkedin.com/pub/studio-16/3/b/296/429**

In lieu of a sitting charge, consider a $20 donation to RPAC.

**Need a Shot? (A Head Shot!)**

- Stop by the Association office
- View your photo immediately
- Touch-ups on site
- Leave with a FREE 4 x 6 printed photo
- Order additional images

Tuesday through Friday, January 10 - 13

Schedule your appointment **HERE**

View Studio 16's work **HERE**
Make every piece you write *measurably* simple to comprehend
1. Make it Scan-able

"Marry a summary and you'll breed bullet points. Life becomes much easier."

- Cindy Barnes
2. Read-able:

Short sentences = > comprehension
To to the Help button on the navigation for MSWord for your model of PC, type in Readability Statistics, and follow the instructions:

<table>
<thead>
<tr>
<th>Counts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Words</td>
<td>61</td>
</tr>
<tr>
<td>Characters</td>
<td>338</td>
</tr>
<tr>
<td>Paragraphs</td>
<td>1</td>
</tr>
<tr>
<td>Sentences</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Averages</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentences per Paragraph</td>
<td>3.0</td>
</tr>
<tr>
<td>Words per Sentence</td>
<td>20.3</td>
</tr>
<tr>
<td>Characters per Word</td>
<td>5.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Readability</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive Sentences</td>
<td>0%</td>
</tr>
<tr>
<td>Flesch Reading Ease</td>
<td>32.2</td>
</tr>
<tr>
<td>Flesch–Kincaid Grade Level</td>
<td>12.0</td>
</tr>
</tbody>
</table>

- 2-3 (<2 for on-line)
- Average = 14
- < 5
- Look here first: < 0
- 7th Grade!
REALTORS® Political Action Committee (RPAC) is the only political action committee in the country dedicated to furthering the real estate industry. The purpose of RPAC is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from the voluntary contributions made by REALTORS®. These are not members' dues, but money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC doesn't buy votes. RPAC enables REALTORS® to support the issues that are important to their profession and livelihood.
REALTORS® Political Action Committee (RPAC) is the only political action committee in the country dedicated to furthering the real estate industry. The purpose of RPAC is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from the voluntary contributions made by REALTORS®. These are not members' dues, but money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC doesn't buy votes. RPAC enables REALTORS® to support the issues that are important to their profession and livelihood.

REALTORS® Political Action Committee (RPAC) is the only political action committee in the country that protects you – the Realtor®, homeownership, and the real estate industry.

The purpose of RPAC:
• Supports laws and regulations to help you do more business
• Creates a healthy business environment for homeowners and the real estate transaction
• Supports political candidates who support our issues and our industry.

RPAC funds come from your voluntary contribution. This is the only way we fund political races and issues.

Donate Now
Use the active voice.

The mouse was eaten by the cat.

Passive voice shifts the focus of a sentence away from the doer.

The mouse is dead.

Active voice emphasizes the doer.
Simple combines short + active.

Why Choose Globe Life?

With roots going back to 1900, Globe Life has been committed to protecting America’s families for generations. Globe Life is proud to provide life insurance coverage to 4 million policyholders.

*$1 pays for the first month of children’s coverage. Then the rate is based on your child’s present age and is guaranteed to stay the same for the rest of their life. Full schedule available on website. Policy Form #GWL2002/GWL2001.

*$1 pays for the first month of adult coverage. Then the rate schedule is based on your current age and is guaranteed for the life of the policy. Full schedule available on website. Policy Form #SRTCV/SRTCV R13. Offer may vary.

Available in NY from Globe Life Insurance Company of New York.

Globe Life • 3700 S. Stonebridge Drive • McKinney, TX 75070

Please do not reply to this email.
4. REMOVE THE R.O.T REDUNDANT OVERWHELMING TRIVIAL

– David Hammer
The Art of the Stop
Greetings from your REALTOR® Association! As the "Voice for Real Estate" in the XXX Region since 1924, the XXX Association represents you, your peers and colleagues in the promotion and protection of our profession. Now, it’s time to renew your memberships for 2017 with XXX and your state and national Associations. It takes just one easy transaction! Your membership renewal with XXX supports the advocacy and professional development opportunities that are critical to your success. You're also partnering with an Association that helps you engage with the communities you serve by promoting initiatives around housing affordability, sustainability, and the preservation of a healthful environment. We're always striving to make your membership experience better. To that end, XXX, in conjunction with the state and national organizations, offers a number of exclusive perks, discounts and benefits:

- Free seminars, socials and member programs including the popular Real EstateTrends event and so many more.
- Discounted Continuing Education classes with the best CE instructors.
- Access to the Center for REALTOR® Development for online courses.
- Dispute resolution services including Ombudsman and Mediation assistance.
- Communications designed to help you stay on top of industry news.
- Designation Programs to take your career to the next level.
- XXX Partners that offer discounts on insurance, financial, business and technology services.
- Active Committees & Councils that provide excellent networking opportunities.
- Full time, politically savvy professionals advocating for your business on JonesStreet and on Capitol Hill.
- REALTOR® Store to keep you stocked with supplies and promotional items.
- XX Leadership Academy. Discounts on facility rentals at XXX.

Thank you in advance for your renewed commitment to XXX as well as your state and national Associations. Your membership and active participation helps you fulfill your Promise of Professionalism.

Wishing you much success in 2017,
(name)
2017 (association) President

Dear REALTOR® Friends,

When you decide - and pay money - to join an organization, you do it because belonging provides something useful or indispensable to you or your business. It may be an exclusive publication, help in a crisis, or exceptional education.

In our most recent XXX survey one member asked, “I pay my dues every year - why?”

It’s a fair question. Every member looks to an association for something different. Some aren’t even looking; they are laser focused on their own immediate concerns.

At XXX, we believe that while your deals are local, the economics, politics, and market trends that impact your business are often beyond local. What happens at the state and national level affects your bottom line. XXX exists to give you a broader perspective in three important ways:

1. **Representation:** At the Statehouse and Real Estate Commission to protect our profession and help more people buy and sell property.
2. **Information:** Tech Helpline, Legal Hotline, statewide market trends, and the industry publication XX.
3. **Accreditation:** Graduate REALTOR® Institute (GRI) and Certified Residential Specialist (CRS) designations through the Keynote online video platform to give you an edge in your business.

This is what we do that’s different and it’s our promise of value to you. We hope you’ll take a few minutes to learn about these three areas through our weekly communications, social media, and the XXX website.

Thank you for belonging to the XX Association. We welcome your feedback or questions. I look forward to seeing you in October at our Annual Conference.

Sincerely,

(name), 2017 (Association) President
4. Remove the **Trivial** - Trade it in for simple:

**Important Changes from NCRMLS:**

**Effective Immediately** - Status Changes in response to COVID-19 Distancing and Safety Concerns.
NCRMLS Managers agreed to the following changes **until market conditions warrant a return to normal activity**.

1. **The Withdrawn status may be used as a Temporary status.** *Please note that Withdrawn means that there is no marketing of the property!* (DOM/CDOM stops counting).
2. **Active with No Showings is allowed.** You are welcome to market the property while Showings are not allowed. This gives your listing presence on IDX sites and for Realtor.com, Zillow.com and Listhub syndication. (DOM/CDOM keeps counting).
3. **New listing is allowed to be entered as Active or Coming Soon when previous listing was off the market for less than 30 days.** Just Cancel the previous Withdrawn listing, and copy the existing listing to save work. (DOM/CDOM keeps counting. If under 30 days, only DOM resets).

**New Changes in status for your open listings:**

1. You can keep your listing active even though showings are not allowed. This way you can continue to market your property through syndication.
2. Days on Market (DOM) stops counting if you change status to ‘withdrawn’.
3. You can re-enter a property as active or coming soon if it was off the market for less than 30 days.
5. White Space

» Simplify
» Comprehension
» Readability

Why you need it on your website.
We live in a time where there is so much information. When a designer or content creator sets out to create a new website, how can they compete against all of the other websites and content? What can make their content stand out? One of the main differences between amateur content and professional content is actually not the quality of the text. The biggest difference is the layout and design of the content. One aspect of this type of design is whitespace. Whitespace is used not only in web design, but across all types of design. What is Whitespace The concept behind whitespace is very simple. It is simply the space between text, graphics, images, and blocks. Some content creators won’t include any whitespace in their designs giving them space to fit more content. For an example, I have removed all whitespace from this article and included a screenshot below. As you can see, without the whitespace, this article becomes very boring and there is not a place for your eyes to rest. Bringing whitespace to your content may seem like a very simple concept, but unfortunately, many designers, authors, and content creators don’t know this important design approach. Whitespace does not have to be white. Whitespace can be any color. It is simply the lack of content in areas allowing the reader to rest their eyes as they go from section to section. How to use it When formatting text for a blog, hit your enter key a few times after the header. Depending on how your blog is setup, you can also change the margins of the actual post, giving more room around the edges of the post. Between each paragraph, you can also give yourself some whitespace. This gives the reader a place for them to rest their eyes before starting into the next section. Let me share with you a few examples of websites which have proper whitespace. This website is a perfect example of whitespace. It allows readers to clearly understand the message and also gives the reader’s eyes a place to rest. This website can help you understand the importance of whitespace. It appears that they have some great products, but as the page is so full, it is hard to know which product to look at first. The lack of whitespace can bring a crowded and overwhelmed feeling. As for print or digital graphics, whitespace is very important. Just because there is room does not mean that we have to fill it. In this digital flyer, there is plenty of whitespace. The flyer is communicating very clearly. Additional reason to include whitespace Focus: Where do you want your reader’s eyes to go first? When the page is filled and whitespace is not used, your reader will now know where to focus. If you have included whitespace, you can guide the path the reader will follow when viewing your website or design. This also allows you to figure strategic placement for your content, allowing for the greatest impact. Legiblity: As previously mentioned, without whitespace, how easy is it to glance at a page and in 5-10 seconds, get a general idea of what it’s about? Whitespace across the full website including blogs and products is key for legibility. Bringing the overall font size of your
It takes 13 milliseconds to process an image
INAUGURAL 2017 GALA

JOIN TOM GONGAWARE & 2017 RRAR LEADERSHIP TEAM

JANUARY 6, 2017

RSVP NOW:

QUESTIONS? EMAIL MARYK@RRAR.COM

PRE-MEETING BEGINS AT 6:00 PM

TICKETS: $30

RSVP BY JANUARY 3rd
Graphics & Video By the Numbers

- **13 milliseconds** to process an image

- Articles with Image generate **94% more views** than articles with text

- Your members retain **10% of what they see in words versus 58% of what they see in pictures**

- Videos on landing pages **increase conversions by 86%**

- You’ll get **267% more clicks** from videos versus normal blog posts

- 20% of members will read text while **80% of members will watch a video with the same exact content**

- **58% will stop watching** video within the first 90 seconds
Dollar Bill Test
About Video

**Credible Video Messages**

*As You Plan Your Message*

1. Answer the 4 Qs before you write your script*
2. Outline how you deliver on your key message
3. Keep the focus on them, not the association
4. Don’t over-communicate
5. Show care and compassion in your tone
6. Keep your message short
7. Time it
   Two minutes MAX

*As You Shoot the Video*

1. Get comfortable - Practice
2. Buy Teleprompter Pro ($8 from App Store)
3. Experiment with lighting (face the window)
4. Position the camera (prop it up to eye level)
5. Position your head close to the mic (but not too close)
6. Practice
7. If it’s longer than 2 minutes, trim it

*Find the 4 Qs here: https://bit.ly/nsm-4Qs*
Why does video help simplify?
“Including an image with your post can increase the number of shares, retweets or post likes almost 3 times. But it’s essential to pick the right picture or artwork for your post content.”

- Hootsuite
Social Media Strategy

Ready, Aim + Rethink
Your Social Media Content Approach

**Facebook**
- Make personal connections
- Information, reminders, and updates
- 3 - 5 x per week

**LinkedIn**
- Establish expertise/thought leadership
- Formal, industry related content
- 1 - 2 x per week

**YouTube**
- Build an audience, drive traffic to other channels and website
- Tell a story, build brand recognition/personality
- 1 video per week

**Twitter**
- Feed news, trending topics
- Breaking news and conversations
- 2 - 5 x per week; or 1 - 3 x per day for a live event

**Pinterest**
- Infographics, content members will save
- As needed, be sure it's relevant

**Instagram**
- Create a Community of Followers
- Visual storytelling, brand building
- Experiment with frequency

**ESTABLISH:**
1. Goals
2. Audience
3. Best Use
Continuing Education Courses

I Invest In Yourself. Invest In Your Future.

2016-2017 General Update
Topics are set to include:
* Licensing and education review
* Team-up
* The 4 S’s: Septic, streets, storage tanks and square footage
* Updates, reminders, and resources.

Don’t miss out on this excellent learning opportunity!

Good Title is Vital!
Title Issues for Real Estate Professionals

Most real estate professionals assume that their listing clients actually own the property that they are selling. It's a logical assumption. Real estate professionals also deal with problems related to ownership between partners, married and single, and unusual ownership forms such as trusts.
Headlines: Learn From the Best - Go to Twitter
OK Covid, Wrap It Up

That Meeting Could Have Been An E-mail

Your Dog Doesn't Need A Social Media Account

Thank You Doctors, Nurses, and Medical Staff

Stop Posting Your Zoom Screenshots

Wash Your Damn Hands
Credible Crisis Communications in 6 Steps

1. Show Care
2. Make a Plan
3. Make some Decisions
4. Own It
5. Use Key Messages
6. Keep it Simple
To Simplify:

1. Make it scan-able
2. Make it read-able (use readability statistics)
3. Make it about them (We-We Calculator)
4. Remove the “R.O.T.”
5. Aim for 25% white space
6. Content first: then compliment with graphics
7. Invest in your “one sentence walk-away” - the headline
Clarify after you write
Give your document a good sweeping.
The reason we don’t see our own typos is because what we see on the screen is competing with the version that exists in our heads.

- Nick Stockton
Every important piece of writing should have a day to breathe.
Try Grammarly.
Before You Write - FOCUS

What’s the goal?

Who’s the audience?

What’s in it for them (the hook)?

What do you want them to do next?
After You Write - CLARIFY

FOR what?

SO what?

NOW what?
To Clarify

1. Wait a day
2. Analyze from your reader’s perspective
3. Ask someone to take a look
4. Print
5. Read it out loud
6. Prepare to re-write
7. Answer ‘for what?’, ‘so what’ and ‘now what?’
As <Your City, County, State> Reopens

1. Build Credibility
2. Be Reliable
3. Offer Solutions

- Show Care
- Make a Plan
- Make Decisions
- OWN it
- Use Key Messages
- Keep it Simple
bit.ly/nsight-writingrockstar
What you say and how you say it is important.

As social as we get: nSightMarketing

Subscribe to ONLY occasional writing and communications ideas

Member Value Proposition

Connect with Melynn
As social as we get: nSightMarketing

Subscribe to ONLY occasional writing and communications ideas

Member Value Proposition

Connect with Melynn
Frequency

Q: Is it better to send a simple communication a day (over a week’s time) OR one email per week with all the info in one place?
smarter

membership software