

# From In-Person to Digital

*Tips for Shifting your Engagement Strategy*

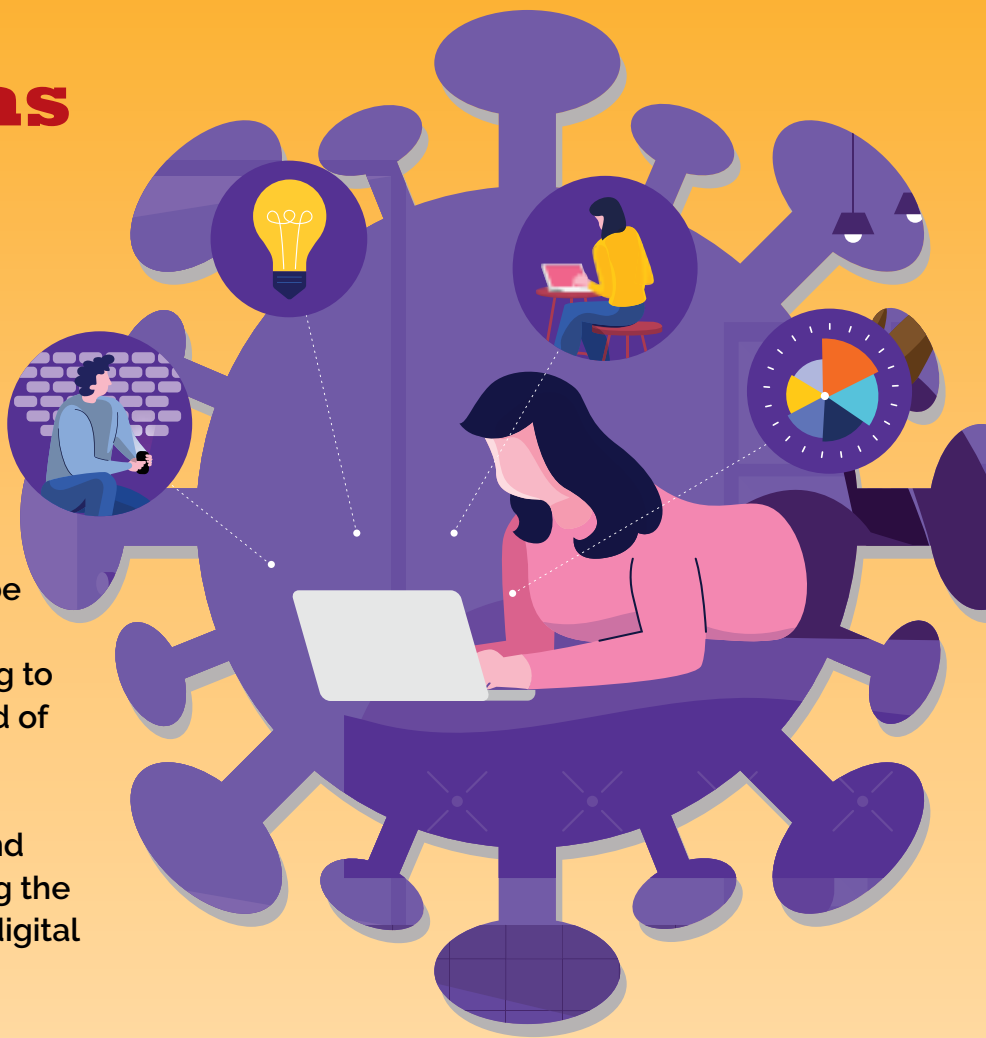


# COVID-19 has changed everything.

And that's posing a pretty big challenge for everyone – including associations.

With the uncertainty of what might be coming next, associations would be wise to take actions now in order to provide continued value while helping to protect members and limit the spread of this virus.

This book provides a wealth of tips and how-tos for navigating and embracing the shift from in-person engagement to digital engagement.



## Table of Contents

|   |          |
|---|----------|
| Be a resource.                            | Page 3-4 |
| Shift to webinars and online conferences. | Page 5   |
| Incorporate video into your messaging.    | Page 6   |
| Put the “social” in social media.         | Page 7   |
| Build trust through content marketing.    | Page 8   |
| Facilitate member-to-member connections.  | Page 9   |
| Find new forms of engagement.             | Page 10  |
| Implement online payment options.         | Page 11  |
| Stay strong and be positive.              | Page 12  |

## Be a resource.



Everyone has questions right now. Your association can be the source for answers. Now is an ideal time to position your association as an expert and drive greater awareness to your organization and its mission.

Available technology opens the door to providing expertise and resources quickly in a variety of ways. For example, you can develop a Crisis Resources web page with at-a-glance critical information and links your members or community needs the most.

Crisis Resources Web Page Tips

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Find out what is most important to your membership. Conduct a short survey to gauge what's on their minds so you can deliver what members are looking for.



How to Conduct a Member Survey

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Keep your members informed by sending updates on how your association will be altering programming to include webinars, live chats, podcasts, etc.

[How to Make Sure Emails Get Through to Your Members](#)

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[4 Tips for Successful Association Email Campaigns](#)

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# Shift to webinars and online conferences.



Gone (at least for now) are the days when associations had events and meetings to share information and ideas to help members thrive and be successful. Now what?

Consider holding your next event via webinar or video conference. It's tougher to network that way, but you can still provide value to your members while keeping everyone safe.

Virtual Conferencing Tools

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Tips for Video Conferencing from Home

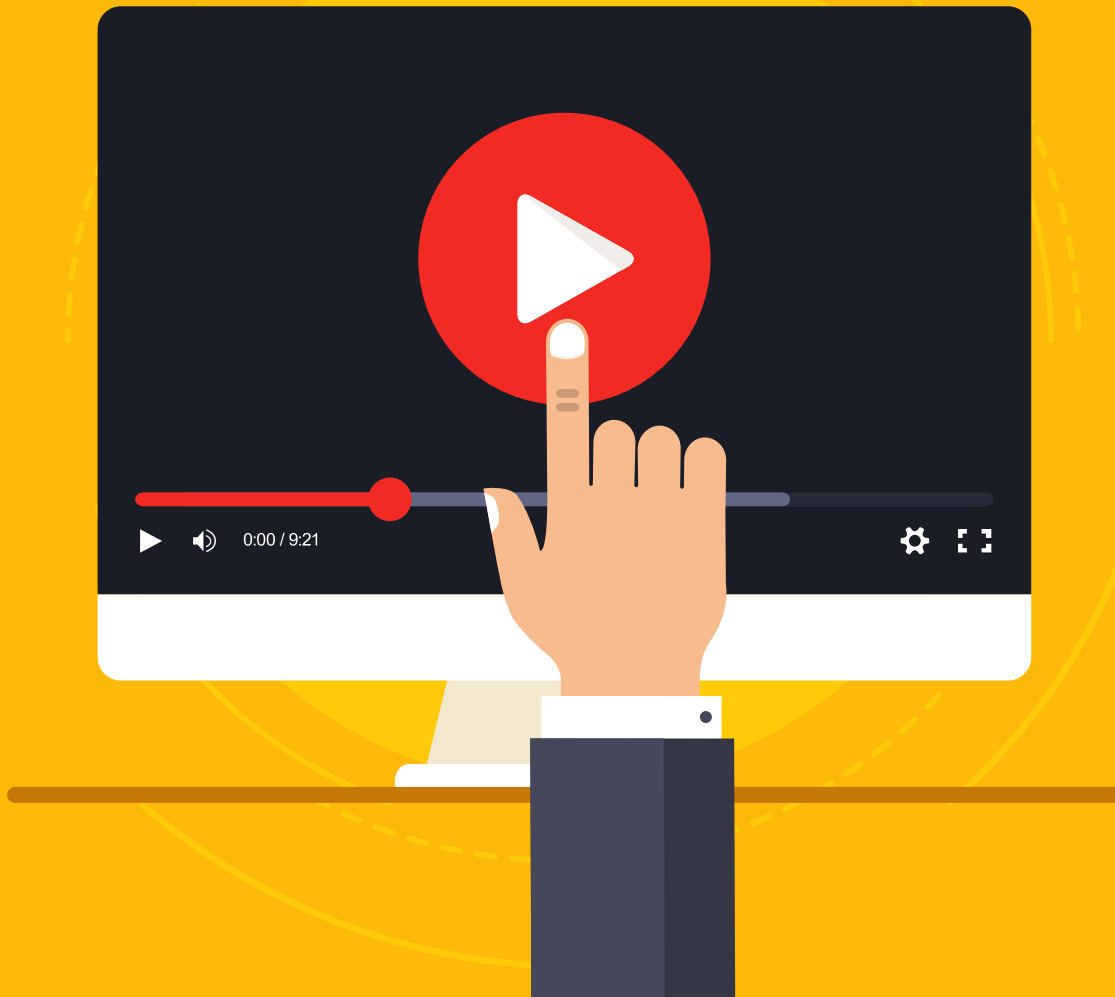
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Why Host a Virtual Conference

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# Incorporate video into your messaging.

Video is powerful. It's even more powerful now because it gives you a quick and easy way to dynamically provide valuable content and information to your members. Offer tips. Give a pep talk. Announce a fun promotion or contest to help gets people's minds off the barrage of bad news. Or have a virtual mixer to give members something to look forward to.



Easy Ways to Use Video to Engage Members

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5 Reasons Why Associations Should Use Vertical Video

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# Put the “social” in social media.

Oddly enough, social media might be the best way to get the valuable human interaction we're all craving. Use that to your advantage by keeping your association moving forward in your social channels. Polls, Facebook Live events, and discussion-inviting posts are a great way to keep your group engaged.



30 Social Media Post Ideas

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Snapchat 101 for Associations

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Using Stories – Snapchat, TikTok, Instagram, and Facebook

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LinkedIn Pages Best Practices

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# Build trust through content marketing.

Content marketing is even more critical with the coronavirus pandemic keeping people in their homes. Remember, if you think about the people you serve, the odds are good that not all of them have visited your website. However, the vast majority have probably ventured online to look for information that you likely have. By creating compelling content online that is indexed with appropriate keywords, you increase the likelihood that they will find your content when searching for information.



Member Engagement Through Content Marketing

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How to Write an Association Blog

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# Facilitate member-to-member connections.

We're in uncharted territory. Yet many organizations have found a way to think outside the box to keep their members connected during these unprecedented times.

Maintaining an online forum for your members can help to create a friendly environment where everyone can be open to share ideas, information, special offers, announcements, job opportunities, and more. No matter the distance, members can be in the same place at all times via a forum that is filled with industry-related ideas and inspiring thoughts.

Your association management software may already provide a platform for your forum. If not, Facebook or LinkedIn groups provide bare-bones options to get started.



[How to Create a LinkedIn Group for Associations](#)

[LEARN MORE »](#)

# Find new forms of engagement.

In today's digital world, professionals of all types are looking for easy ways to quickly learn and consume content that will grow their knowledge and current skill set. Your association can fulfill this need.



Engage Your Members with a Virtual Book Club

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Strategies for Association Micro-Learning

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# Implement online payment options.

If you don't already have a system for emailing invoices and accepting online payments, now is the time to incorporate these features into your financial model. This is also an ideal time to improve the membership application and payment process on your website – or implement it as a new financial strategy.



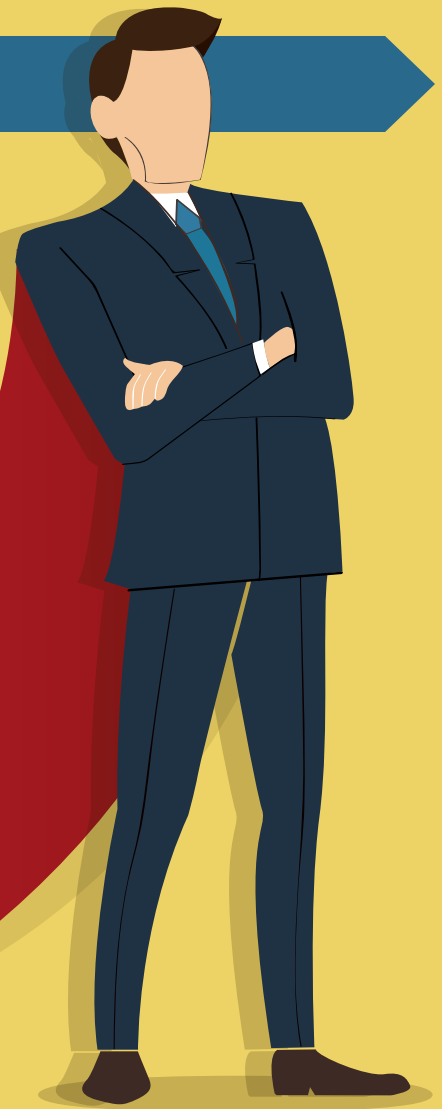
[Selling Association Memberships Through Your Website](#)

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[How to Choose a Credit Card Processor](#)

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# Stay strong and be positive.



Information changes daily, if not hourly. Your best bet is to try to be a calming resource for your members. They're still counting on you, so be the voice of reason for your group.

Motivational Quotes for Associations

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## About GrowthZone

GrowthZone AMS helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

Download a free copy of our association Management Software Buyer's Workbook

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Contact us today for a personalized product demo

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