



*AAF Council of Governors*

# Operating your club through the Coronavirus pandemic

Ten things local club leaders should consider to help their clubs and markets.

## COG Officers



Yeosh



Mary



Larry



David



Steve



Dawn



Amanda

## AAF Staff



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# 1. Check In On Everyone

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This organization is about people coming together to support each other and our industry. The most important thing we can do is reach out to our members - not just in an email. Call them and check on them. This will go a LONG way.



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## 2. *Actively Help Members Network*

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People are going to need the power of the AAF network like never before. Some estimates put unemployment over 20% by the time this is over. Consider opening your job banks for everyone to post in for free (not just members). Check in with your freelance members and recent grads.



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## 3. Be Proactive About Government Relations

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Be the resource your members need for information that could help save their business. Keep them informed of local (ad related) news, and contact your elected officials with things that matter to your members.



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## 4. Double Down On Communicating

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Review your communications plan for the rest of the year. After the American Advertising Awards gala, many clubs go dark. This year, you must keep the light on. You need to communicate more often with your members. Don't ghost them when they really need you!



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## 5. Remember Your Resources - District/National

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Use your district as a resource! Align calendars with other nearby clubs so you can share in virtual events and provide more content and value. Have an idea for a program but can't find the right speaker? Your district and the national office can help!



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## 6. Find Someone Who Needs Your Help

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Public Service - Consider rallying around a local cause related to COVID that needs funding and start a collection. Whether it's raising money for PPE for a local hospital or helping local students pay their rent - people in our local communities need help.



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# 7. Engage Your Board In Long-Term Projects

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Use this time to complete major projects with your board members. Build that new website, make bylaw and policy manual changes, help your incoming president plan their year... Start planning next year's American Advertising Awards gala.



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## 8. Address All Upcoming Events, Programs, & Socials

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If you haven't already, consider cancelling all in-person events through the end of the club year (in June). But maintain a robust schedule of programming virtually. Dawn and the Club Services team are putting together a virtual speakers list.



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## 9. Review your Club's Finances

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Examine your club's financial position, and make sure you're taking care of all expenses and collecting all receivables prior to year-end. This includes dues and American Advertising Awards fees due to AAF. If you believe your cash flow will leave you financially strapped in a few months, now is the time to talk to your districts leadership.



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# 10. Review Your Operational Documents

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Your bylaws and policy manual are the documents that outline what you're allowed (and not allowed) to do. Now is a good time to review and consider making adjustments to ensure you are compliant and operating legally.

**NOTE:** Your bylaws will also outline how you must approach changes and amendments.



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# 11. Watch Our Members' Backs

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Beware of scams - and let your members know to beware as well.



Q&A





*Next Webinar:*

April 23, at 3:30

*Presenter:*

Steve Pacheco

AAAF President and CEO





*Thanks for Attending!*