

Wheaton College

For Christ and His Kingdom

Tips for Connecting with your Constituents in a COVID-19 World

Wheaton College Event Services

An aerial photograph of a university campus, showing various buildings, courtyards, and green spaces. The entire image is overlaid with a semi-transparent orange color. The word "ENGAGEMENT" is written in large, white, serif capital letters across the center of the image.

ENGAGEMENT

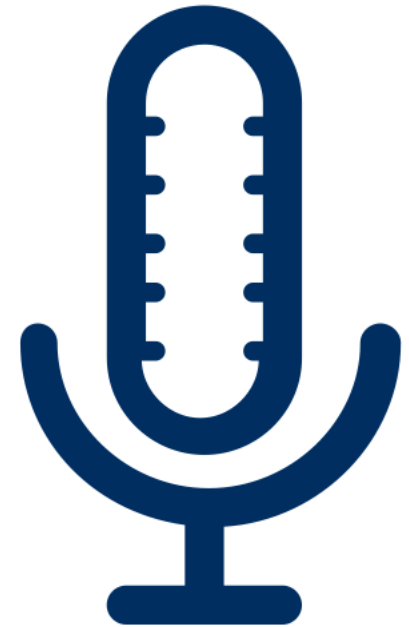
Use social media to connect virtually

- *Try repackaging the meat of your summer programming into an “at home” variety #**YOURORGANIZATION**athome.*
- *Not only will this keep your patrons engaged with your organization, but you will add value.*
- *For example, if your organization is geared toward youths, post videos with fun activities, usually associated with your camp, for them to do in their homes or backyards with siblings.*
- *If you reach adults, record your keynotes to virtually convey the helpful information or training your audience needs. You can also go through your archives and repackage previously recorded speakers and conferences.*



Start a podcast

- *This is certainly not an undertaking for everyone, but if you have the staffing and resources to begin a podcast related to your organizational mission, you will be offering a screenless option for those who are “screened out” these days.*
- *Again, this is a way to maximize your engagement and offer people something of value.*





DEVELOPMENT

Open an online store

- *If you sell T-shirts, mugs, bags, and other branded items for your organization during your summer conferences or camps, create an online store for your constituents to purchase their favorite products from home.*
- *There are various platforms out there like Shopify or Dojiggy, for non-profits, to setup a commercial presence on the internet. Creating an Amazon storefront is another option to consider as well.*



Start a COVID-19 relief fund

- *This pandemic has touched everyone, but particularly the events and non-profit industries. If you have not already created a COVID-19 relief fund, begin one today.*
- *Ask patrons to donate their registrations to support your organization in lieu of a refund.*
- *Order personalized face masks with your logo to send to individuals who contribute to your fund. Not only are you giving them a useful gift but also getting your brand out there wherever they wear the mask.*





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