Online Engagement During the Pandemic

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Aspirations for Harvard Club SF Engagement



Aspiration

March

- Enable tools to support continued member connection
- Support members through initial pandemic distress

April

- Enhance connection and offering
- Intellectual stimulation
- Entertainment
- Support community outreach / give-back

May - June ++

- Gold standard in virtual engagement
- Enhance membership recruitment
- Prepare for the new normal, income sources



- All COVID related free
- All Alumni welcome

- Programming ~90% free
- Some COVID & many other topics
- Volunteer opportunities

- Most events members-only
- ~50% free
- Virtual Alumni Reunions
- Increase member-led events
- Enhance give-back to community





- 1. Maintain Harvard Community Spirit
- 2. Intellectual Stimulation
- 3. Foster Community Service & Volunteering
- 4. Entertainment

Days of Our Sheltered-In Lives



Student-run activity

Member-led activities

Sheltered Students Connect



Brew the Best Coffee of Your Life (At Home)



Breaking Up with Sugar



Marquee Events



All Ages- Kids too!

The Top Tourist Sights Of The Solar System - Where Jeff Bezos' Great-Granddaughter Will Go for Her Honeymoon



Finding Your Inner Grit - A CIA Officer's Perspective



Intellectual Stimulation

• Fireside Chats: Professors, Elected Officials, Investment Advice

Leadership During Crisis



Investing in Stocks - Are They Right for Your Portfolio?



Virtual Alumni Reunions



Harvard College '15 Grads Virtual Happy Hour



TODAY

6:00PM Thu 30 Apr 2020 (Timezone: Pacific)

Coronavirus and the lack of a reunion this year got you down? Missing catching up with your classmates?

Themed Happy Hours

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Harvard Coast to Coast Cocktails – San Francisco & Washington, DC Clubs



French Happy Hour



Club Favorites

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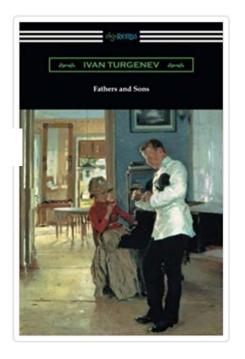
Some regular club events continue:

- Lunch bunch
- Reading group
- Author discussions

Quarterly "Harvard Lunch Bunch" - Don't eat lunch alone!



Reading Group: Fathers and Sons by Ivan Turgenev



Learnings so far

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- Member re-engagement
- Access to marquee speakers
- Time of day matters
- Technology fit for purpose
- Pricing
- Attrition rate
- Programming for all demographics
- Topics must be varied Corona-apathy
- Internally: Who is "essential" on your team