

Online Engagement During the Pandemic

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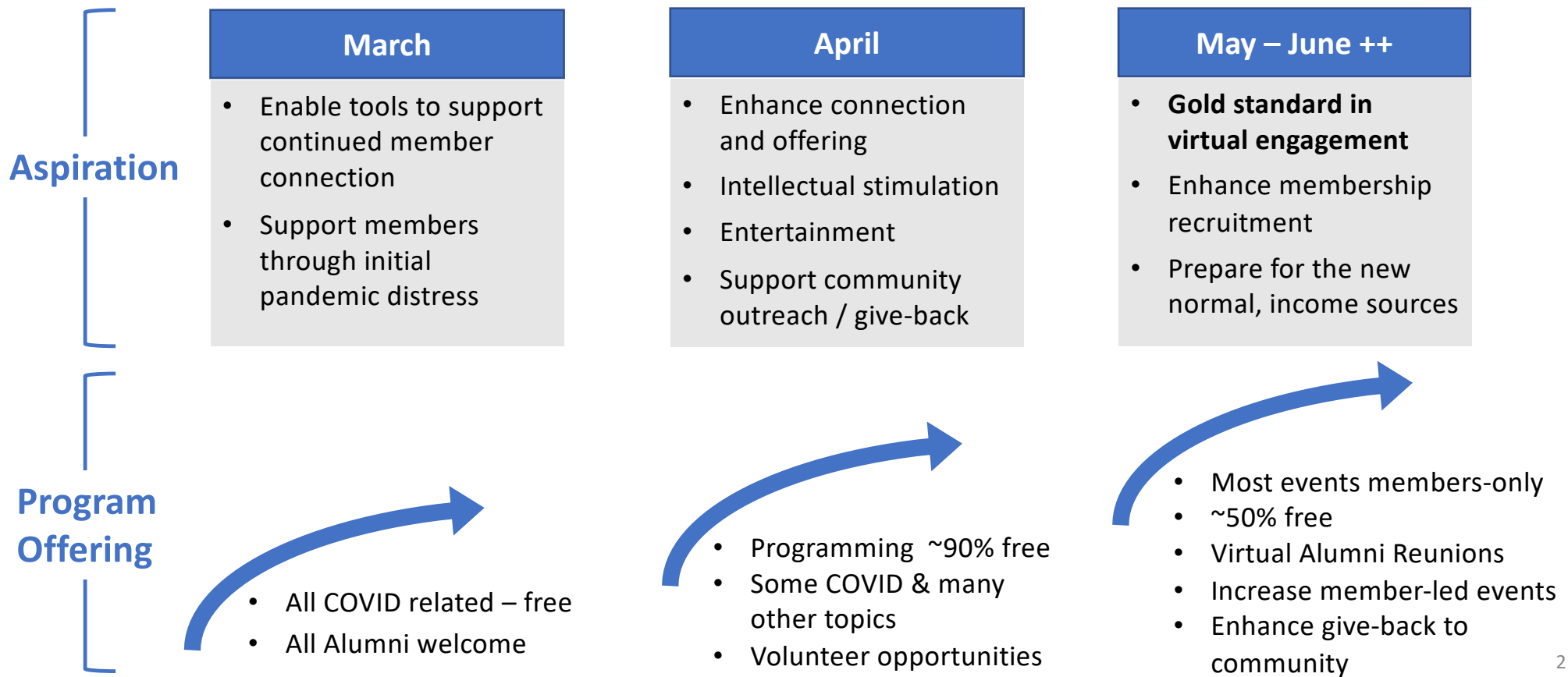
April 2020



HARVARD CLUB OF SAN FRANCISCO

Founded in 1874

Aspirations for Harvard Club SF Engagement



Core Programming Objectives



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

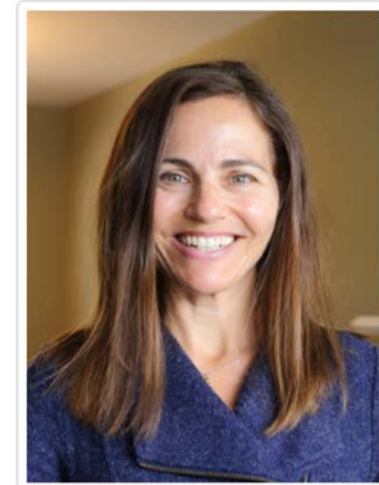
Sheltered Students Connect



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



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



French Happy Hour



Club Favorites

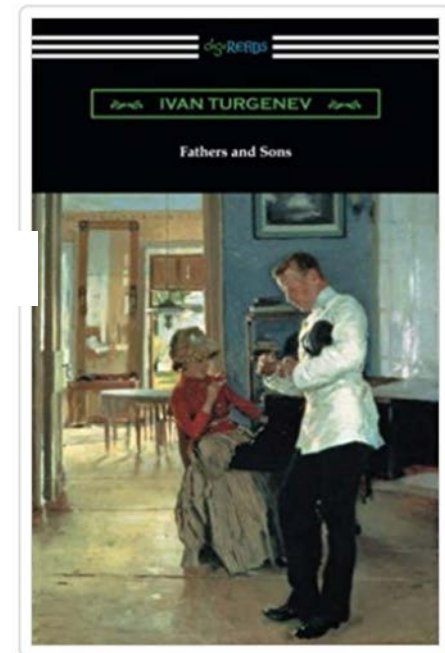
Some regular club events continue:

- 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



- 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