Dear State and Club Presidents:

The National Federation of Music Clubs is the largest non-profit organization in America promoting and supporting American music, performers and music education. Even during these times of uncertainty and change, we can continue to do much good in our nation, states and communities. In fact, the music community and the Arts need our efforts now more than ever. As you are planning for the upcoming year, we urge you to "think outside the box" and use the great technology tools now available to achieve your state and club goals, even though in-person meetings might not be available in the near future. Even as we return to normal, you might see ways that technology platforms can help your organization be more efficient and effective.

Think Virtually!

In this document, we hope to give you a view of some of the ways you can use technology in your states and clubs. We seek to give an overview of some tools, show how they can help you achieve your goals, and stimulate your creative thinking about ways you use them. This document is just meant to introduce the tools and give you links to where you can go for more information. You don't need to jump in with both feet using all the tools at once. Instead, you might want to consider your goals, look at the tools, choose 1 or 2 to start with, then come up with an implementation plan for what you want to do next. Or, jump in the technology pool with both feet and see how the virtual world can help you! We will distribute a monthly newsletter with additional and more specific information on these resources. Feel free to contact us at any time if we can answer questions or assist you on your journey to a whole new world this year! Let us know what tools you are interested in learning more about!

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Set Goals

Identify current goals and assess current situation to adjust goals to reflect current needs
- Social connections?
- Arts advocacy?
- Training?
- Supporting and encouraging students/juniors?
- Supporting and developing teachers?
- Helping the community?
- Training?

Think outside the box if you can't meet in person
- Virtual student or member recitals?
- Virtual roundtable discussions?
- Virtual "happy hour" or "coffee hour"?
- Virtual fundraisers?
- Virtual competitions or scholarships?
- Virtual workshops / webinars?
- Virtual tours?
- Webinars with experts? (they can record from their homes too)
- What ideas do you have?

How can we implement these tools?
- Find out more about what tools are available and how to access them from an online search (i.e. google search)
- Find a member who feels comfortable with computers and the internet (it doesn't take an expert)
- Ask a student to help! Even the really young ones are savvy at using social media and the internet! Their parents can be very helpful too!
- Email Julie or Valerie (see addresses on p. 1)
- Watch for the monthly Technology Tips for more detailed information on the tools presented in this document.

Host Virtual Events

- **Virtual Board and Committee Meetings**
  - Webinar software (Zoom, GotoMeeting)
  - Microsoft Powerpoint presentations (can share the meeting host computer screen to share the presentation with others in the virtual meeting
- **Virtual conventions, conferences, workshops**
  - Webinar software (Zoom, GotoMeeting, Big Marker, Gotowebinar)
  - Livestream and record
    - Livestream for those that can't attend (during pandemic or otherwise)
    - Record for later viewing or on-demand viewing (from webpage)
- **Virtual Competitions and Scholarships**
  - Online (google forms) or emailed application to apply
  - Google drive or email for video or audio recordings submitted over the internet
  - All correspondence can be done through email or facebook
  - Consider the possibilities of festival requiring this format during times of closure and social distancing
- **Virtual Fundraising**
  - Tools to assist in virtual fundraising: Donorschoose, gofundme
  - Advertise through these tools, on facebook, on website, through email blasts, inviting members to spread the word
  - Fundraise for scholarship funds, to help underemployed musicians, to help music organizations such as orchestras and choirs survive during the pandemic
- **Virtual Member Roundtable Discussions or Coffee Hour**
  - Use Zoom or GotoMeeting to create discussion groups
  - Select a topic for discussion
  - Identify a moderator
  - Advertise and invite members to attend
  - Set up a time and advertise (website, email, facebook)
- **Virtual Member Concerts / Student Concerts / Performer Concerts**
  - Prerecord then livestream (Zoom, GotoMeeting, BigMarker, Gotowebinar)
  - Prerecord then send out an invitation to anyone (even outside your area or other clubs) to watch the concert "on demand." Great way to reach a wider audience!
- **Virtual Workshops**
  - Prerecord then livestream or set up an on-demand workshop for members, students/juniors, teachers, music lovers!
    - Choose a topic
    - Invite a guest (they can be from anywhere since it's a virtual format)
    - Prerecord
    - Invite through webpage, facebook, email, etc.

Communication and Publicity

- **Within organization**
  - Facebook private groups (access to members only)
    - Post notifications
    - Post events
    - Post links to information
    - Keep members up-to-date in real time
    - Link to how to set up a facebook page: https://www.facebook.com/help/104002523024878
    - Link to description of the difference between private/public: https://draisyah.com/infographic-facebook-group-vs-page-what-are-the-differences/
  - Webpage (can be password protected for member only access)
    - Repository of information about the club
    - On-demand access to forms, links to information, calendar of events and deadlines
    - Provide link to NFMC webpage (www.nfmc-music.org) to provide resources i.e. forms, competition and scholarship information at the national level
    - Link to how to set up a nonprofit organization webpage: https://www.techsoup.org/support/articles-and-how-tos/nonprofits-guide-to-building-simple-low-cost-websites
  - Email
  - Other social media i.e. instagram, snapchat, twitter, etc.
- **External**
  - Facebook public pages (for anyone)
    - Advertise events
    - Post pictures of events, winners of competitions, etc.
    - Share information about the organization
    - Promote local arts events or even national events
  - Webpage
    - State: Provide link to NFMC to provide access and information about the national organization and competition and scholarship information; this also allows anyone searching the NFMC webpage to link to the state organization
    - State: Provide link to or contact information for local clubs so musicians, teachers, students can find club resources
    - Clubs:
      - Provide teacher referral service
      - Promote local or national events
      - Develop interest in what you do to promote new membership
      - Showcase local arts advocacy
      - Fundraise
      - Collect membership dues through webpage
      - Provide teachers with forms and links to state/national websites
      - Promote club through resources

Member Management

- o Website public/private (password protected)
- o Online dues payment
  - ▪ Secure online payment gateway
    - • Paypal
    - • Venmo
    - • Square
    - • Echeck
    - • Online banking
- o All-in-one Membership Management Software
  - ▪ Many, but here's a few:
    - • Wild Apricot (www.wildapricot.com)
    - • Memberclicks (www.memberclicks.com)
  - ▪ Features
    - • Simplifies and automates membership tasks
    - • Member contact management
    - • Event management
    - • Online payments
    - • Mobile app
    - • Membership database management (great for large groups)
- o Google Sheets for private sharing and updating of spreadsheet member contact information
  - ▪ Member contact information management (store and sort contact information)
  - ▪ Can be shared for real-time updates to specific individuals
  - ▪ Free
- o Microsoft Excel
  - ▪ Member contact information management (store and sort contact information)
  - ▪ Must send it via email to others; not updated in real time
  - ▪ Included in Microsoft Office Platform
- o Google Forms
  - ▪ create and distribute a member survey
    - • Free & easy to use
    - • Click link to find out how:
    - • https://support.google.com/surveys/answer/2372144?hl=en
- o Event management tools
  - ▪ Signupgenius for RSVPs and signups (click on link: https://www.signupgenius.com/index.cfm)
  - ▪ Eventbrite for signup for an event (click on link: https://www.eventbrite.com/)