LEADERSHIP SUMMIT

2020 Leadership Series

"Equipping for Long Term Impact"

(poll)

- **Today:** **Engaging** and **re-engaging** members during separation and fear - Creative Programming

  "It should be fun for us too"

- **Part 2:** **Team Building** for Leadership - going to online collaboration tools

- **Part 3:** Getting members **off of the sidelines** - Continue deep dive with target image

- **Part 4:** **Mission** to **Mindset** to **Culture** challenge - rubber hits the road that map works

- **Part 5:** What happened to our **Core Values** - accountability built right into what we do

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"It should be fun for us too"

Engaging and **re-engaging** members during separation and fear -

Creative Programming

- Definition of creative:

relating to or involving the imagination or

original ideas, especially in the

production of an artistic work.

"change unleashes people's creative energy"

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Engage is an intentional word that causes participation? A cause to action toward a desired outcome. Engagement is a direct result of team culture. (poll)

Why engage your members?

https://docs.google.com/presentation/d/1BlPzyNLo9t_ZbMfWdsRpeBoTuuYiuVzjjfsSPgfAZpk/edit#slide=id.g512191c01f_0_0

1. Community
2. Connected
3. Committed
4. Core

What happens if we don't engage our members?
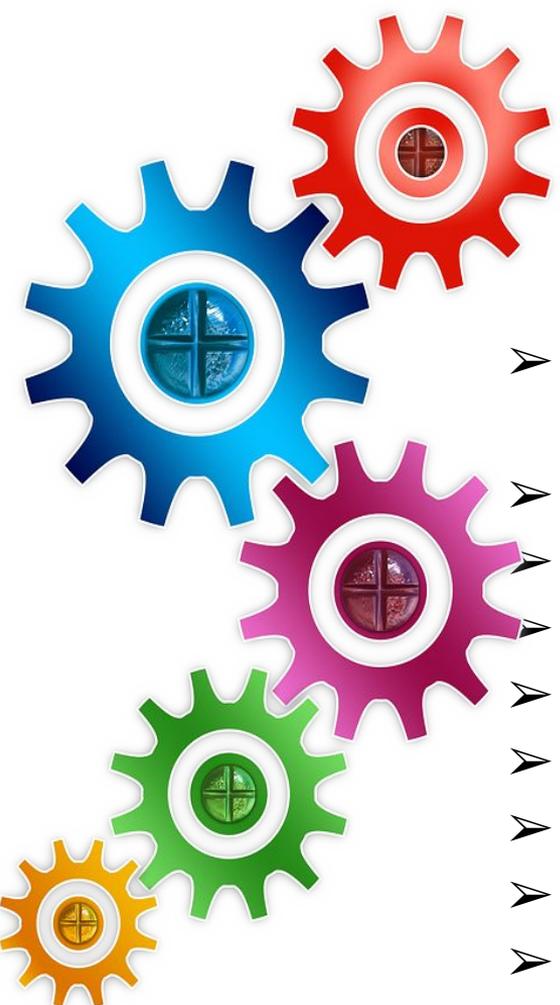
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Thought process:

- List what you **don't** want?

- Dream as if everybody ❤️ your idea.

- What would be *fun*?

- What would create *anticipation*?

- What could create a **memory**?

https://www.allinstitcheswa.org/summit

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"It should be fun for us too"

How to **engage** our members? (meet them where they are)

➢ Inspirational email - comedians, tutorials, posters, quotes, affirmation, value of their friendship, etc. (head cheerleader)

➢ Utilize online signup.com activities to generate team.

➢ Phone calls by board (or team) - 6-8 per person is good.

➢ Online team meetings, (google docs, sheets,slides)

➢ Texting threads with pictures

➢ Zoom sew days

➢ Games that set up anticipation of a future show and tell

➢ Mystery team projects that will be brought together

➢ Porch swaps

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First month holding pattern (we thought):

Mystery Quilt: multiple skill levels, ticket for completed top, cool prizes, June reveal, facebook teasers, unspoken leadership challenge of expanding the size.

https://www.allinstitcheswa.org/mystery-quilt

UFO challenge: ticket for each one, cool prizes

"New May Play"- keep them engaged….

Scrap-tastic Block Party - Sign up for a quilt team or two. Make blocks you like

https://signup.com/client/invitation2/secure/3251521/false#/invitation

Quarantine Bingo - a fun way to engage the quilters in a different way.

https://bf494b64-9521-492d-83e8-0231e7994f02.filesusr.com/ugd/6d6b2f_e685d640fcf6418b97dccce5ad446731.pdf

Recap:

Engage is an intentional word that causes participation? A cause to action toward a desired outcome.

Why engage? Purpose in mind, then build around that.
Loneliness is real, people need something to look forward to (connect)

How to **engage** members? Based on outcomes you desire (connect)
Phone calls - Chatting and sharing stories help, (connect)
Game/Project - each member becomes needed (catalyst to why connect)

How to **re-engage** members? Create excitement and anticipation
Set up prizes, party, tickets for everything, balloons, view virtual team project
(looks forward and compels participation)

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