

# Member Engagement Forum

**HANDOUT - Updated 4.24.2020**

presented by

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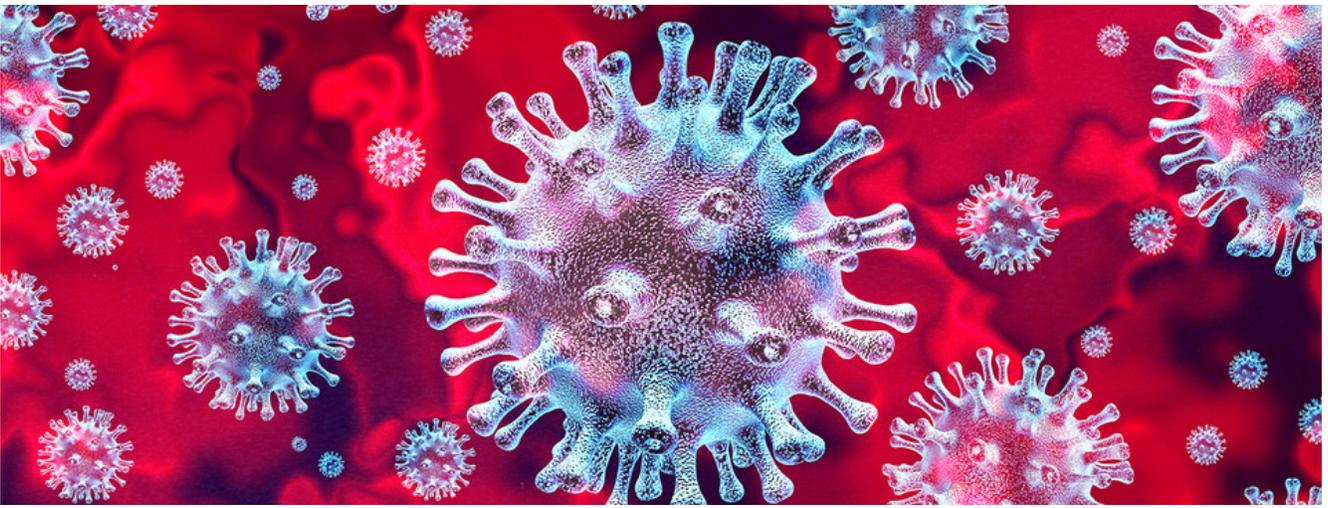
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Following are sections with links for you to stay up to date on the health crisis, articles to share with your members, staff and community, some inspiration, examples of what clubs are doing and the ideas they posed in the webinar, plus a bit of Q&A, since we didn't have time to get to everyone's questions.

## Resources to stay informed and updated on COVID-19

- [CDC Coronavirus \(COVID-19\)](#)
- [WHO Coronavirus disease \(COVID-19\) Pandemic](#)
- Local/State Government & Health Departments
- [15 Days to Stop the Spread - White House](#)
- [NCA Corona Virus Resource Center](#)
- [PGA COVID-19 Resource Hub](#)
- [CMAA CEO's Perspective - Lots of links within](#)
- Your CMAA Chapter
- National Golf Course Owners Association - [Coronavirus & Your Golf Business](#)
- [World O Meters](#) - monitoring the situation globally
- [Live Updates by country](#)
- [A COVID-19 coronavirus update from concerned physicians](#)

## For your community, put together your resources/contacts for:

- First Responders
- Local Chamber of Commerce
- Senators/Congressional Rep
- Universities with Med Schools
- Infectious Disease Centers
- [Florida map](#), updates twice daily





## Communication Best Practices

- University Club of Portland “The University Club of Portland has weathered 122 years of ups and downs. Thank you, our Members, for staying by our side.”
- Champions Run Instagram- Communication & Event Ideas
- Merion Cricket Club Instagram- Communication & Event Ideas
- The Briar Club - We miss you members IG video
- Union League of Philadelphia - Union League To Go video

## Member/Private Event Resources

- How to Have a Successful Virtual Happy Hour
- Everything Virtual Events: Love for Virtual Attendance at Events
- Live Streaming: The Mega Guide to Live Streaming Events
- Virtual Reality: The All-Inclusive Guide to Virtual Reality At Events
- BizBash Tips
- Advice from Wedding Pros on Cancellation Policies
- Event Marketing 2020 – Benchmark and Trends Report
- Alcoholic Beverage Control (ABC) website with new regulations - every state will be different
- Wedding Planners And Vendors — Not To Mention Couples — Scramble To Adapt
- This Will Be the Rebirth Of Our Industry - Michael Matarazzo, CEC, Executive Chef of Farmington CC
- The Framework for a Strategic Response to the COVID-19 Crisis - Club Benchmarking Whitepaper
- StageStory video we watched/inspiration: <https://youtu.be/azNOCvjZC58>
- The Impact of Social Distancing on Event & Food Services via Corinthian Events
- For branded sanitizing products & masks contact [joanne.Reed@nadel.com](mailto:joanne.Reed@nadel.com).
- For custom video messages from your club, contact John Goolsby of Godfather Films at [john@GodfatherFilms.com](mailto:john@GodfatherFilms.com)





## Helpful Links/Tools/Online Activities & Events for You and to Share with Members & Staff

- [LUNCH DOODLES with Mo Willems!](#)
- [Metropolitan Opera streaming free opera every evening starting March 16](#)
- [These 12 Famous Museums Offer Virtual Tours You Can Take on Your Couch](#)
- [The Easiest Kind of Bread You Can Make](#)
- [5 Best Homemade Margarita Recipes](#)
- [Amid coronavirus outbreak, drive-in theaters unexpectedly find their moment - Might be an event idea for your club, too.](#)
- [15 Best Books on Coming Up With Genius Ideas](#)
- [It's Time To Get Creative In How We Tackle Loneliness During Coronavirus Outbreak](#)
- [What Your Brand Should Not Do on Social Media During the Coronavirus Crisis](#)
- [Neighborhood groups across the Washington area are forming militias of caring and help](#)
- [Nickelodeon Launches #KidsTogether To Help Kids & Families During The Coronavirus Crisis](#)
- [Shows kids can watch while they're out of school that you won't feel bad about](#)
- [California, North Dakota Publish Best Practices Guidelines for Golf Course Management](#)
- [National Geographic Coronavirus Family Survival Guide](#)
- [Coronavirus and the Sun: a Lesson from the 1918 Influenza Pandemic](#)
- [I've been working from home for nearly a decade — here are my top 9 productivity hacks to stay organized and avoid distractions](#)
- [Online Crisis Communication and the Coronavirus - via The Wedding Biz](#)
- [How to Keep Your Motivational Mojo When the Chips Are Down](#)
- [How to Make Lavender Lemonade To Get Rid of Headaches and Anxiety](#)
- [HOW TO KEEP KIDS OCCUPIED AND LEARNING WHILE HOME | RESOURCE LIST](#)
- [Foods to keep your immune system strong and resistant](#)



## Helpful Links/Tools/Online Activities & Events for You and to Share with Members & Staff

- University Club San Francisco: We are all on [Slack](#), a great platform to stay connected and also share fun memes to get each other smiling
- Lakewood Yacht Club: Our staff has signed up for a (free) course on [Coursera.com](#). They have several courses & we enrolled in a class from Yale - "the Science of Well Being" and it's awesome! And, we let our members know we are continuing our education while working from home. We use [Group Me](#) for all of our team shout outs, photos, they are sharing resources for financial assistance, etc.
- Zoom, GoToWebinar & GoToMeeting for meetings or for live events.
- Addision Reserve Country Club: [billboard.com](#) also shows many great live concerts that my members can enjoy
- [How to Manage the Emotional Fallout of the Outbreak](#)
- [The 40 Greatest Family Games](#)
- [You Can Now See Spring's Prettiest Cherry Trees in Full Bloom From the Comfort of Your Own Home](#)
- [Broadway From Home: 157 Musicals & Shows You Can Watch Online!](#)
- [Story Time From Space](#)
- American Film Institute - [AFI Movie Club](#)
- Dolly Parton's Imagination Library - [Goodnight with Dolly](#)
- [Working From Home? Here Are 8 Ways to Boost Your Internet Speed](#)
- [14 Apps and Tools to Stave Off Cabin Fever](#)
- [An Australian zoo is running a 24/7 koala live streaming service](#)
- Fender Guitar offers free lessons: [www.fender.com](#)
- Open Culture offers 1500 free online courses from top universities, free eBooks, free language lessons and much more: [www.openculture.com](#)
- Snap Camera app for fun web cam filters and backgrounds: [www.snapcamera.snapchat.com](#)
- Every Episode of Bob Ross' 'The Joy of Painting' Now Free to Stream Online
- [12 Frank Lloyd Wright buildings](#) are now hosting virtual tours
- AirBnB is offering [virtual experiences](#) - most come with a fee.
- Dustin Growick of the The American Museum of Natural History hosts a daily [Dinosaur Show on Youtube](#).
- 3 reasons why you should [start a journal during coronavirus lockdown](#) if you haven't already
- [What Living Through a Pandemic Is Like for Kids](#) from Slate
- [Broadway Themed Activities to do at Home](#)



## Helpful Links/Tools/Online Activities & Events for You and to Share with Members & Staff

- Serious Eats shares: [Dear God, the Dishes: Cooking Lessons From Self-Isolation](#)
- GGA Partners shares: [Crystal Ball Thoughts on the Shape of the Next Normal](#)
- [Painted Rocks: The Kindness-Spreading Treasure Hunt for Kids and Families from the Parent Map](#)
- This is an article which may spark some ideas for how to plan for events after re-opening. Also just a sweet story from Italy: [As coronavirus empties churches, Italian priest fills pews with photos of parishioners](#)
- From Conde Nast Traveler: [These Virtual Wine Tastings Come With a Crate of Wine and Sense of Community](#)
- [How boredom can inspire adventure](#) - from BBC Travel

### New from 4.24.2020

- [Epi's Cook-With-What-You've-Got Recipe Finder](#)
- In Quarantine, the Budding of a Pastime: [Growing Vegetable Scraps on Windowsills](#)
- Here's How You Can [Use Your Dog's Paw Print to Make Art While Stuck Inside](#)
- Yale's [most popular class ever is available free online](#) — and the topic is how to be happier in your daily life
- How to [Create a Luxury Spa Day at Home](#) by Omni Hotels & Resorts
- Marriott plans to [use electrostatic sprayers to disinfect guest areas](#)
- [Sir David Attenborough To Teach Geography To The Nation's Children](#)
- The World's [Top Museums Are Finding New Ways to Share Art During Coronavirus](#) by Conde Nast Traveler
- From Everygirl: [The Best Free Tools for At-Home Workouts](#)
- From the National Park Service: [Find Your "Virtual" Park](#)





## What Other Clubs are Doing Ideas & Examples You Shared in the Webinar

**The Racquet Club of Philadelphia:** If the Clubs are still closed, leading up to Mother's Day, maybe invite members to share pictures/videos of themselves with their kids so the Club can prepare a tribute video of some sort to Club member moms to post on Mother's Day

**Lookout Mountain Club:** DIY Pizza Making Kits including 16" dough, sauce, mozzarella 1 topping All place in a to go box for the fun at home idea.

**Lookout Mountain Club:** Drive by on Easter with bunny dressed up and waving

**Field Club of Omaha:** We are doing an "Egg your house" event where we can come by the night before and hide eggs in your yard, 25 per kid

**Balcones Country Club:** Our members have raised over \$12K so far for our hourly staff that was temporarily who was temporarily laid off until May 1st to help them during this time.

**Balcones Country Club:** we have been donating perishables to staff who were laid off as well to help with cost of groceries.

**Kensington Country Club:** We have also started a grocery list of items members can get from the club that are not available in the grocery store. Also have a seafood truck that is now coming 2x a week along with a farmers market 1 day and a local farm that sells lettuce on 1 day.

**The Plantation at Ponte Vedra Beach:** We also have a Wine Store at the Clubhouse

**The Plantation at Ponte Vedra Beach:** We are using our Street Ambassadors to call around to their neighbors to see if they need help with anything.

**Lauderdale Yacht Club:** We are delivering our Happy Hour to our members. Rum Punch delivered to their porch!

**U-Club of Michigan State University:** Looking out for their employees via GoFundMe... \$7,680 raised so far in the past 48 hours... We love our staff!

**Rolling Road Golf Club:** We are offering frozen soups and fresh meats ready for cooking, creating family dinners



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**Lauderdale Yacht Club:** Knows of another club which turned their dining room into a marketplace. We couldn't do that. But that's awesome they were able to. Selling TP, and condiments, milk and eggs, etc. They only let a few members in at once and a staff member walked them around and grabbed it all, bagged it up and put in their trunk. Still probably wouldn't put our staff through that as we are in a highly contaminated city, but it's an awesome idea!

**Sand Point Country Club:** I've tried moving events to October and November; typically slower months for our club; using the mindset of how many people would be able to attend in the summertime vs fall

**Royal Oaks Country Club:** Texas can deliver alcohol and sell it to go now, so we are offering cocktail packages that include the bottle of liquor, house made mixes, etc. We are also doing wine, mimosas, etc.

**Royal Oaks Country Club:** We have started thinking about not only offering Easter Brunch to-go family meals, but also offering Easter Egg Hunt packages which would include pre-filled Easter eggs, a prize for the winner, and some kind of cute packaging (we don't know what yet)....but we already have all our eggs in house, so it would be a good way to recoup the expense of it!

**Country Club of Detroit:** We have our Child Watch team member doing live story time for the kiddos.

**Country Club of Detroit:** If we have to cancel Easter here at the club we are planning to include Easter eggs filled with candy and goodie bags in the carry out food orders.

**Hyde Park Golf & Country Club:** We are offering to-go and delivery to older members who live within a 5 mile range and then have teamed up with another club that is farther away for members who live closer to that one. *(We LOVE your collaborative spirit!)*

**Shady Canyon Golf Club:** Our yoga instructors are creating videos for members to watch since they will miss all of the yoga sessions

**From Susan Schenkel of Woodstock Club:** "I have a draft of the Phase 3 Bill for the Corona Virus relief legislation. This will inevitably change to some degree. I would be happy to share with the group." Please email Susan if you would like a copy of this document: [gm@woodstockclub.com](mailto:gm@woodstockclub.com)

**Colleton River Club:** Provide our members a supplies commissary for items that have been challenging to find at stores.

**Baltimore Yacht Club:** Employee Assistance Fund



# What Other Clubs are Doing Ideas & Examples You Shared in the Webinar

## Other Ideas

- Online exercise videos
- Daily Facebook Live sessions offering a variety of classes and entertainment
- Cooking classes online
- Golf/tennis/pickleball lessons online
- Virtual cocktail party
- Video recipes for food & cocktails



\*\*Some of you sent some great ideas to us by email. They were included here or in the [ACCP LinkedIn Group](#).

Example of on-sale cocktail to go from Melrose Umbrella Company in LA. Jar holds 2 ready to drink cocktails, skewers, and garnish for \$26. Shrink wrapped and available for delivery.

**Northwood Club:** I was intrigued by the idea of a contest for cocktail recipes. That sparked my idea of having a Easter table decorating contest to go along with our carryout theme "You set the table and let Northwood prepare the food." Members could send us photos for the contest.

**Westwood Country Club:** We have 3,000 pre-stuffed Easter Eggs for our now non-existent Easter Egg Hunt this year, so we are going to promote that if members purchase a minimum of \$25 in curbside to go, they get a carrot shaped bag with Easter Eggs

**Oak Hill Country Club:** Along with our take-out/delivery program, we are allowing the members to call in a day ahead to place orders for items such as meat, fruits/veggies, etc. We then place the order with our local distributors and the members can pick the items up at the Club or get it delivered to their houses.

**University Club of Pasadena:** We started an email series called The Weekly Roundtable to keep our members connected since they are not currently dining together at the Club. Members share news and fun photos with me, and I put together this e-newsletter weekly. One of our members offered to personally help other members create video conferencing accounts to stay connected. We are also going to offer a Virtual Cooking Class by providing ingredients in a takeout box and then hosting a video chat with our Chef. Everyone will be able to cook in their own kitchens together while Chef guides them through the recipe.

**Addison Reserve Country Club:** I know a lot of other clubs are already offering take-out of food. We added a "Market place" and are now selling also shampoo and creams (from our Spa). Members can also purchase toiletpaper :-), cases of water, fresh whole fruit. We also have a helpline where members can get help in signing up for Publix Delivery,



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**ClubCorp West Region:** ClubCorp implemented a weekly program called Feed our Families. Employees (both furloughed and still working) will receive a family meal packaged To-Go for 4-6 ppl once a week.

**Fort Worth Club:** For private events, we are offering discounts to people that have to move from a Saturday to a Friday or weekday.

**Shady Canyon Golf Club:** Our bqt manager is doing a video making a margarita and we are posting this with our happy hour program. We send a text out through our app about the videos then post the videos on our website.

**Walnut Creek Country Club:** Providing meals for F&B Team & Families once a week

**Carmel Country Club:** we are doing "egg hunt at home" baskets that have pre-stuffed eggs, and prizes included

**Lakewood Yacht Club:** We are doing a daily diary video with a topics such as favorite music, pets, etc. Today was 25 things we should say more often & asking them what we should say more often (see kid president video). Videos range from 100-400 views daily. Yesterday we started the #lyccowbellchallenge. (think SNL skit). Asking our members to ring a cowbell in support of our medical/first responders.

**Myers Park Country Club:** Some of the gals from our club are doing a book club and reading a book on Leadership and starting a weekly zoom chat.

**Oak Hill Country Club:** Employee Engagement - we setup a private instagram account for our Oak Hill employees, where we can send our Communication Coordinators videos/posts to share with the rest of our staff to keep us all laughing!

**Balcones Country Club:** We did facebook live drawing for our normal Wednesday buffet, now to-go only and had a great revenue day and lots of participation.

**Lakewood Yacht Club:** Next week we are starting "Make the Drink (at home) that Makes the List (at the club)." We ask them to make a drink at home, send us the recipe. We are compiling the recipe book & will post. Members will then be able to download the recipe book, make each others drinks & they will vote on the top 5. The top 5 will then be featured @ our next member mixer. The winning drink will be featured on our drink list! (We LOVE that you are connecting your current online events to a future time when the club will be open. SMART!!!)

**River Oaks Country Club:** We are including a blurb in our weekly email from the Catering team telling our membership that we are here to help them with their private events in any way that we can. If they've had to reschedule their event anywhere in the city, we'll help them find a new venue, help with their vendors, etc.

**Lakewood Yacht Club:** Our members are very active and love to spend their birthdays in our bar. On behalf of our team, I've mailed out hand written birthday cards to them (kids too). "While we can't celebrate your birthday with you, we are celebrating with you in spirit!" We hope your birthday is filled with love and we look forward to seeing you at the Club soon!"



## What Other Clubs are Doing Ideas & Examples You Shared in the Webinar

**Royal Oaks Country Club:** We're doing Live Bingo next Thursday evening, and putting Bingo cards in their to-go orders over the next week....so the more to-go food/drinks you order, the more bingo cards you get! :) ... We have 3,000 pre-filled eggs too! We're putting together packages for families to purchase that will consist of either 50 or 100 eggs, 1 golden egg and a prize for the golden egg. Hoping to have our Easter Bunny that we always have at the hunt do a live video on Sat. April 11th to say hi to the kids and tell them they have hidden eggs at their homes. The idea being that members will show the video to their kids right before the egg hunt.

**Northwood Club:** I just produced the April newsletter and included some great pictures of kids and their sidewalk chalk art. Our clubhouse director highlighted some of the past fun events in his article for the newsletter to remind members of the fun they had during the past year. Was a good way to focus on the positive instead of the current situation. We publish a quality magazine each year. This year's issue was about the Past to the Present with historical photos. I just had an idea that it would be good to highlight the "Best of Northwood" in the next newsletter or next magazine, highlighting the best news throughout the years -- events, photos, favorite memories, awards, etc.

**Scarboro Golf & Country Club:** Family Challenges like best Driveway chalk art  
**Lakewood Yacht Club:** We have members who are entertainers and they are doing virtual shows for members only. In addition, Denny Corby is doing mentalist type shows. He is fantastic and our members love him! [www.dennycorby.com](http://www.dennycorby.com)

**The Olympic Club:** Launched Zoom Fitness Classes, Webinars, Happy Hour this week, Cooking Classes and Meditation coming next week. Popular tool so far!

**Carmel Country Club:** All committee meetings are on zoom through the end of the month

**Berkeley City Club:** We have used virtual for yoga, bingo, arts and culture and happy hour. Asked members for donations for event, as a way to charge for events.

**Outrigger Canoe Club:** We are planning to use Zoom for our monthly Book Club meetings.

**North Ranch Country Club:** We are including eggs for members with their Easter pick up and encouraging them to video their kids egg hunt and tag us.

**Corral de Tierra Country Club:** While we have done lots of social media postings, we have recently received a few members requesting content (photos) via email as soon of our Members do not use social media. (Yes! It is always a good idea to liven up your emails with some of the content you put on social media. You could do "photos of the week" or include links to YouTube videos, where members can easily view, don't need an account.)



## What Other Clubs are Doing Ideas & Examples You Shared in the Webinar

**The Fort Worth Club:** That FWC newsletter is actually a digital version of our full club magazine that we still mail hard copies to members. We are taking advantage of this time to redirect them to the digital version as well. (*See example in the webinar*)

**Desert Mountain Club:** We are celebrating milestone Birthday and Anniversaries. We deliver a small cake to the members home on their special day.

**Upper Montclair Country Club:** If our members send our chef photos of what they have in their pantry and refrigerator, he will send them a recipe that works with what they have.

**Royal Oaks Country Club:** We're doing live Bingo and they get a Bingo card with their to-go orders.

**The Club at Pasadera:** Our cooking class went very well and I also did a fun toddler art project tutorial that is going to be posted on Instagram this afternoon! We are also doing roughly 3000 in sales daily with our catering to go program.

**Northwood Club:** What do you think about idea of having outdoor drive in movie where members stay in their cars and watch movie.

**Carmel Country Club:** We've been offering mainly complimentary events, we're trying out our first paid event next week with a virtual magic show. We are not sure what the member response will be regarding having to pay for an online event...has anybody experienced any pushback with this model?

**The Club at Old Hawthorne:** Normally, we hold monthly street dinners at the club in a private room, but have encouraged the members to host their dinners in their own driveways still on their usual scheduled date. And getting carry-out from the club's bar n grille or making their own at home.

**Lakewood Yacht Club:** We sought out members who are creative. A few of our members are musicians and they did private concerts for our members

**Stanford Faculty Club:** We do weekly calls to members and are sending them all cards in the mail

**Upper Montclair CC:** would love to hear ideas for being creative for Cinco de Mayo. Thinking of a fun take out drive up tent with music for 5/5, and margaritas to go, but would love to hear other ideas

**Racquet & Tennis Club (NY):** Club's should develop their own greeting instead of shaking hands. Namaste greeting, clap hands, wave or signature greeting!

**Sailfish Point:** The Club provides masks but we also have many members making masks and delivering it for staff usage. It keeps the members busy and feeling useful and has been great for us!

**Philadelphia CC:** Host College send off parties instead of graduation parties!



## What Other Clubs are Doing Ideas & Examples You Share in the Webinar

**Lakewood YC:** I've met with our entertainment committee, we have a plan of action pending state restrictions lifted. We've rebooked entertainment that had to be cancelled earlier. The committee is coming up with great and innovative ideas knowing we may have to social distance. (*Smart of you to get your committee members involved!*)

**Westmoreland Club:** will have a health document for reopening and we will provide masks, gloves and take everyones temperature. My GM said they were looking into an interim medical officer/manager position.

**Addison Reserve CC:** Our Men's Hole In One group donated the money in the Hole in One pot to Chef Zach (he was our previous Executive Chef) who is feeding thousands of less fortunate children and seniors in our county. Every dollar raised feeds 7 children. Our Hole in One group will feed 28 thousand kids next week.

\*\*Addison spearheaded a campaign to "Adopt a Hospital". (Supported by our Board and the Members). Starting on Monday, we will be feeding a great hot meal to all the front line workers of the Delray Beach hospital. In addition, for the next 2 weeks, We were able to get other local clubs to each take a day. For the next two weeks the hospital will get a great hot meal from a club each day.

### New From 4.24.2020

**Round Hill Country Club:** Marketplace, Hydration Station and Virtual Wine Tasting! We did a spring cookie decorating kit that they pick up curbside. A group of members and staff have set up a convertible and carts run today for a surprise birthday drive by for one of our members that is turning 80. we are bringing him and his wife dinner.

**Lakewood Yacht Club:** Looking for different language than "A New Normal" - We are using "Reemerge" as if we are emerging from a cocoon. We will be a beautiful butterfly soon!

**San Diego Yacht Club:** I loved how you renamed the "new normal" it old already! RE EVERYTHING is way better

**Northwood Club:** That gives me an idea. What about having a car show with members' cool cards displayed.

**Walnut Creek Country Club:** I did craft to go with all of the extra craft I had left. So sad I blew through them in a 1 week in a half!!

**University Club of Pasadena:** our Virtual Wine Dinner was a big success last night! Our members had so much fun and were just so happy to see each other and the staff again over Zoom. They picked up a 3-course dinner with half bottles of paired wine, and our Chef and wine rep guided them through each course via Zoom. I moderated the conversation, and we gave away premium bottles of wine each course by using the chat tool to do fun contests and raffles. We asked members to vote on who had the best hair (since no one can get a haircut!), who was best dressed, and who had the most rolls of toilet paper. I recommend other Clubs try this out!





## Learning from our mistakes

What have you learned from these past few weeks, which we all could learn from, too?

- **The Army and Navy Club:** Our initial email to the membership communicating the mandated club closure received overwhelmingly positive responses with the exception of a few really negative/nasty emails. The Marketing Director at the Club immediately got the Board of Governors involved and had a member-to-member response as opposed to the staff trying to defend our position. The Board is here to help us and sometimes I think we forget how powerful their involvement can be. Also - I learned that filming culinary videos at home is way harder than it looks! Still working to improve though to provide more content to our members.
- **Outrigger Canoe Club:** Response to our To-Go service has been overwhelmingly positive, but a couple of members thought it was more to make money, vs. provide a service to our members in the neighborhood. Our GM was able to contact them directly and address the issue and explain the intention. There's always a couple of members that need extra care to better understand policies. Also: We turned on CC processing for members to make it easier to pay bill online & App (already have ACH) but the testing wasn't thorough and the processing isn't working. Trying to fix with vendors, but members a little frustrated. We're communicating the delay, but it's a pain...
- **Addison Reserve Country Club:** I sent out information about a local florist that was open and offered flowers for Passover and easter. One member was very upset saying that this is not a holiday with family this time and was very upset. I replied that flowers shine a ray of sunshine and hope in a time of fear. :-)
- **Palos Verdes Golf Club:** What have we learned? It's almost impossible to keep up with such a fluid situation and am SO GRATEFUL for a terrific staff!
- **Northwood Club:** Messages from HR to employees should be 100% in Line with messsge sent to members. The same message.



## Learning from our mistakes

What have you learned from these past few weeks, which we all could learn from, too?

- **Lakewood Yacht Club:** We are learning to be more flexible than usual. This week, we had to let over 30 of our F&B staff go. Operationally, we have had to adjust dramatically and thinking ahead as to how this will impact us when we will be able to open up.
- **Carmel Country Club:** We are in the habit of having members sign when they pickup orders... our first day of togo we has servers passing the same pens to different cars to sign for their togo order. We quickly realized our mistake, but we've relaxed those practices for the time being in favor of health and safety.
- **The Bridgewater Club:** We learned early on that gloves and hand sanitizers are great but touching cell phones right after you wash your hands...not okay. Think about touching cell phones that have been everywhere...make changes as needed.





## Brainstorm Q&A from 4.10.20

### How has your club addressed the issue of dues?

Most clubs are charging dues as normal

Some clubs have adjusted F&B - credits, elimination of minimums,

*Other answers:*

- We completely froze dues, and added the length of time frozen onto the end of each contract.
- Charged dues - eliminated minimums and facility fees on take-out or grocery orders
- Currently billing the same amount since we have to go food, golf and tennis are open.
- charging dues for April and May, will consider reduction if closure goes longer
- We have given a \$100 food and beverage credit as well as reduced dues to 50% of what they are paying up until we are allowed to be together again.
- Our members are supporting over 100 employees financially through the end of May.
- We have given the Pool and Beach members a discount due to those not being available.

### What services for hire can you share with the community?

**Altadena Town & Country Club:** Reptacular Animals is offering 30 minute zoom animal classes for \$50. We are doing one this month for our kids - it will q&a time as well.

[www.reptacularanimals.com](http://www.reptacularanimals.com)

**Upper Montclair Country Club:** We are looking into a virtual Enchanted Playdate

[www.bellaprincess.com](http://www.bellaprincess.com)





## Brainstorm Q&A from 4.10.20

### What are the alternatives to buffets?

**Stanford Faculty Club:** Someone (or multiple people) are going to staff the buffet. Our staff will individually serve each person. We're also handing out rollups rather than keeping silverware out on the buffet table

**Wilshire Country Club:** We have thought about waiter assisted buffets, where the waiters are serving out of the chafers

**River Oaks Country Club:** we're looking into more family style meals to limit the number of people handling food items

**Round Hill Country Club:** We have been doing mock buffet set ups, where staff will be serving. A lot of individual and pre-wrapped items as well. Stanchions to keep guests afar.

**Addison Reserve Country Club:** I think action stations with sneezeguard are the way to go... No more direct access for members! Roll-ups instead of mis-en-place. Hors D'Oeuvres can be individually passed- e.g. on a spoon

**Santa Rosa Golf & Beach Club:** Chef attended action stations! Butler passing, serving the hors d'oeuvres

Contribute your ideas in the next forum on  
4/24/2020

[Register HERE!](#)





## Brainstorm Q&A from 4.17.20

### What are you doing to take care of your furloughed staff?

**Big Canyon Country Club:** Working staff can order from the same grocery service as members

**Royal Oaks Country Club:** We just had a big furlough group this week, and our HR dept. filed for unemployment for each one, so all they have to do is register and claim the money. The club is also covering 100% of their insurance

**Del Paso CC:** Our BOD will match any individual members donation to our hourly employees

**Chevy Chase Club:** is paying for health and dental insurance through June.

**Country Club of Harrisburg:** service fee added goes toward staff fund plus members cash tipping at takeout

**The Army and Navy Club:** We haven't furloughed our staff yet and the BOG approved paying through first closure (4/26) but the DC closure was just extended through 5/15. We are talking about building a donation amount into the Mother's Day pricing to go to employee relief fund

**McAllen Country Club:** We are making casseroles for those who have been laid off.

**Stanford Faculty Club:** We're doing wellness calls every week to check in & see if they need any help filing for unemployment/ if they have any questions about being furloughed. Just trying to stay connected. Managers are each assigned 4 staff to call each week & establish a rapport

**Lakewood Yacht Club:** LYC created a staff trust fund which members have been very generous - to date over \$50,000 has been contributed by members

**Walnut Creek CC/Clubcorp:** Yes, we are doing the weekly family meals. With our Member fresh market boxes, we have a 10% service charge that is going into a fund for the furloughed employees.



## Brainstorm Q&A from 4.17.20

### What are you doing to take care of your furloughed staff? (CONT'D)

**Addison Reserve CC:** We are a no tipping facility. Members asked to give money to the staff directly that still works and delivers food. Instead of giving them cash, they opted to have an extra \$5 added to their bill.

**The Reserve Club:** Our board has approved to pay our staff their average hourly wage through the end of the season.

**Mount Vernon Country Club:** We started a fund members donate to to help the staff with bills and grocery items

**Moraine Country Club:** Video messages from the GM, weekly email update, coffee hours on Zoom, office hours to call GM with questions about the club, unemployment, etc, 110k donated from the membership.

**Anthem Golf & CC:** We are providing family meals that serve 6 for pickup every Friday as well as providing care packages with sanitizer, gloves, masks, etc.

**Outrigger Canoe Club:** Past Presidents put together fundraising from members & checks were handed out to staff last week/this week. Furloughed employees gets calls/texts from their supervisors weekly with "how are you" "what can we do for you" messages. And toilet paper.

**Los Angeles CC:** Employees are being paid through April 28 but another Club in TX took 20% pay cuts so all hourly employees could continue to get paid.

**Racquet Club of Philadelphia:** We have a drive for donations that will go to our furloughed staff. Looking into some options around ordering grocery/dinner boxes for staff and/or tee shirts designed where the proceeds would go to staff.





## Brainstorm Q&A from 4.17.20

### What event/activity can you plan that does not involve the members watching their computer screens?

**Lexington Country Club:** We are planning a drive-in movie night in the parking lot and a CARnival

**Philadelphia Country Club:** We're doing at home work outs with our Fitness Center Manager, a video newsletter and a maintain don't gain challenge at home that we have done during the year

**The Army and Navy Club:** We compromised and did a #facethefoliage challenge on FB and Instagram today. It's partly away from the screen because it involves time outdoor gathering flowers/foilage and creative time making a portrait or picture. Not a real event but still a great way to engage. We're reposting people's photos to our IG story today

**Black Rock Yacht Club:** Several Members are participating in our Corona Best Beard contest

**Royal Oaks Country Club:** We thought about doing a scavenger hunt through the neighborhood for members... they could submit photos of the findings

**Seattle Tennis Club:** Weekly social media contest with a prize of a \$25 gift card to either the pro shop or the restaurant (not valid on alcohol or food minimum credit). We also have to make sure it's easy enough for them. Family TikTok was too hard so we changed it to art project. And not too specific! Keeping it general. They just need to e-mail in a photo and each photo counts as an entry

**Westmoreland Club:** We have a member/child, staff/child recipe contest. we had very good and suprisingly great responses.

**Columbine CC:** in closed communities can you do an art and wine walk? households participate by displaying a piece of "art" on their front lawn/sidewalk and couples/families can stroll through the neighborhood at distance WITH WINE. We are hosting a talent show and encouraging kids to submit 2 minute videos and a committee will vote and issue awards

**Addison Reserve CC:** Will give out bags of chalk for kids (with to-go orders and such)

**Lakewood YC:** our youth sailing program did a video of them being active and asking our other youth members "what are they doing to stay active? and requested videos. They then compiled all the videos together. It was super cute!

**The Club at Old Hawthorne:** A craft challenge (Paint/Drawing, Baking, floral arrangement/ garden etc.) Members can submit pictures of their final result and win something (drink, meal, etc.) from the club as a prize.





## Brainstorm Q&A from 4.24.20

### What are you doing now to plan for re-opening?

*(Procedural notes - party ideas are next question.)*

**Paradise Valley Country Club:** We are planning to open outdoor dining first with tables spaced 6 ft apart along with limiting the reservations. We currently are offering a satellite bar on the golf course with individual packaged beers, mixed drinks, wine and soda. No seating inside the bar at this time.

**Wilmington Country Club:** We currently have outdoor tennis courts open with members playing tennis, and golf courses are open, but with individual equipment. And take out food. Looking to Open May 1-15.

**Philadelphia Country Club:** We are not planning to allow people to sit at the bar. only table side service.

**Scarboro Golf and Country Club:** F&B - complete separation of duties. Server takes order, drink and food runners, table clearers...etc. Golf will open first for us and with the need for heavy controls, we are pushing for no guests initially. Stools will be removed. No snacks on the bar.

**Seattle Tennis Club:** We are working on staff t-shirts instead of polos with a positive message. We're working on a slogan like: Front: STC Cares with new logo. Back: (with s t and c letters emphasized) Support The Club, Safety Through Caution, Strength Together Continues Italics) Take Steps to Stay Healthy!

**The Beach Club:** Trying to plan on activities with limited numbers - will require RSVPs and reservation slots.

**The Fort Worth Club:** we are planning to do disposable menus, rolled silver brought to the table upon seating (no place settings), removing all bar stools for no seated service. we had all carpets cleaned in our dining rooms while closed and plan to only redo the floor plan with 50% seating/tables

**Wilshire Country Club:** We will start with paper menus instead of our regular dining menus

**Farmington Country Club:** All chef attended stations no self serve.

**Corral de Tierra Country Club:** We are considering offering family style in place of buffet. This would server passed at the table for more individual specialty service.



## Brainstorm Q&A from 4.24.20

### What are you doing now to plan for re-opening? CONT'D

*(Procedural notes - party ideas are next question.)*

**Santa Rosa Golf & CC:** The beach opens May 1st (pending county meetings), we will be doing drink services. This will help us ease into opening the dining room again. All tables have now been rearranged to be 6 feet apart in the restaurant. We have been brainstorming how food service will be done. For example wrapping silverware in saran wrap and then rolling them in linen.

**Racquet and Tennis Club (NY):** We will not be offering buffets initially at the Club. Everything will be plated and we will offer a very limited menu to start with.

Separately, for the employees, we will be relocating them to a private banquet room which allows for more space and we will attempt to stagger some of the lunch breaks as much as possible. We've discussed keeping doors propped open as much as possible to avoid touching door handles and knobs.

**The Kirtland Country Club:** We removed the barstools from our bars. As well as our seating areas in our "waiting areas" of the club. We are doing reservations required once we reopen mid-May.

**Sand Point Country Club:** We've been talking about manned food stations as well. and plates possibly being a at the seated tables sort of like charger plates. instead of in a stack on the buffet. we have single use coasters, and menus; rollups and water glass are the only thing on a bare table... we also removed table tents, sugar, salt and pepper; and only bring on request. we don't have storage to move tables to; so we have set only every other table in the dining room. we have our bar with 50 seats and a casual restaurant with 75 seats that are first come first serve with no reservations; we are discussing reservations; in those areas.

**New Haven Lawn Club:** Planning for outdoor athletics first- tennis/pool then go from there

**Menlo Country Club:** We are doing plated meals only and are ordering logoed face masks for all staff

**Cavalier Golf & Yacht Club:** Golf & Tennis facilities open and available. To-Go Food 6 days a week. Fitness classes on back lawn, no more than 10 people

**Lauderdale Yacht Club:** We are starting a port a bar next week. Delivering cocktails and snacks to the houses.

**Baltimore Yacht Club:** (Featured in the Webinar) I am planning on the Picnic theme being our service brand for the month of May, so yes Memorial Day as well. We will rotate Fried Chicken, BBQ, Kabobs, Crab Cakes, and other items that fit. We will have online ordering and encourage members to bring blankets and have available seating areas around our property that fit into Government Guidance. Will mix in some Club logo brand. I like the idea of picnic baskets and I might get complimentary logo blankets to include with the Memorial Day picnics, the wheels are turning. I have embraced the tag word "Happy" over "Strong", strong is good but it seems to be getting overplayed. Everyone is looking to get to their "Happy Places" and we want to be one of them. T-shirts say: BYC Happy.





## Brainstorm Q&A from 4.24.20

As far as a "back to the club" party, does anyone have any ideas for fun keeping spatial distancing in mind? - Question submitted by you.

*(Back to the Club party ideas were offered too.)*

**Addison Reserve Country Club:** How about a "decorate your mask' station?"

We are thinking about having an outdoor rock display with members' decorated rocks.

**Northwood Club:** Maybe by our herbal garden. "Welcome back -- You Rock" theme or something. What about a ribbon cutting ceremony for our Club. We have been renovating and will have a fresh look when members come back.

**Sausalito Yacht Club:** We opted not to host a one day party, but promote a multi-day celebration event.

**Idle Hour Country Club:** I'm trying to figure out a "scavenger hunt" with spread out areas

**San Diego Yacht Club:** Progressional Speak Easy on the Docks to promote constant movement. Drinks Only

**Corral de Tierra Country Club:** We are planning to use our entire Club and have activities spread out all over - Swim, Tennis, Clubhouse, Patio, Golf Course, Driving Range - basically have something going on everywhere with activities to allow for space for everyone. This would happen over several days all day long.

**Rolling Hills Country Club:** we are going with full corona theme! who can wear the best protective gear! all in the parking lot and lawns.. far apart. toilet paper bowling...

**Oriente Beach Club:** Thank the doctors/nurses/frontline...everyone wears mask....to welcome back party! Just an idea....not doing yet!

**Lakewood Yacht Club:** a fun party favor would be to hand out logo 6ft tape measures!  
haha





## Mother's Day Brainstorm

**Hazeltine Golf Club:** I was thinking of having my florist put a few options to order with Mother's Day to go so they can order flowers when they pick up their food.

**Stanford Faculty Club:** We're selling DIY Mimosa kits- we're providing the necessary ingredients and drink recipes

**Outrigger Canoe Club:** We're going to do online lei-making class, using flowers & plants in our yards. Luckily, we're in Hawaii, so we think this will work. Targeted to families - and maybe dads, too? Still in the works...

**Cayton Children's Museum:** Craft kits for kids to make their mom their mother's day card..or craft flowers etc

**Scarboro Golf and Country Club:** Take out for the family with a Spa kit for mom including mask, bubble bath, flowers, other things yet tbd

**The Army and Navy Club:** For upcoming holiday buffets like Mother's Day and Father's Day we've switched to prix fixe menus with specials designed by the Chef.

**Tucson Country Club:** We provide a special gift for mom i.e. flowers/plant/table centerpiece, candies.

**Round Hill Country Club:** Mother's Day take away menu, and looking at partnering with our club florist and offer an arrangement for sale that they can pick up along for beverage packages.

**Country Club of Detroit:** I was thinking a planting demo with our horticulturist and sending seedlings home with families

**Hazeltine Golf Club:** I was thinking of having my florist put a few options to order with Mother's Day to go so they can order flowers when they pick up their food.

**Stanford Faculty Club:** We're selling DIY Mimosa kits- we're providing the necessary ingredients and drink recipes

**Outrigger Canoe Club:** We're going to do online lei-making class, using flowers & plants in our yards. Luckily, we're in Hawaii, so we think this will work. Lei making! Can be done with paper & silk flowers, too. Make mom a Lei lesson for kids.



## Mother's Day Brainstorm

**Cayton Children's Museum:** Craft kits for kids to make their mom their mother's day card..or craft flowers etc

**Scarboro Golf and Country Club:** Take out for the family with a Spa kit for mom including mask, bubble bath, flowers, other things yet tbd

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**Country Club of Detroit:** I was thinking a planting demo with our horticulturist and sending seedlings home with families

**Golf Club of Avon:** Mother's Day: Pair with a local farm to order flowers for Mom :)

**Myers Park Country Club:** Spa kits

**Shady Canyon Golf Club:** Breakfast in bed pantry order to include eggs, bacon, pancake mix, mimosas, etc. Also includes a sleep mask and face mask. Can be picked up Saturday before

**Lauderdale Yacht Club:** Tea party kits to pick up, MD gift kit, fresh potted herbs with all orders, MOMosas & bloody mary at pick ups. Kids manager is doing a succulent garden kit - she will do a video for kids to follow or they can do themselves.

**Carmel Country Club:** Each year on Mother's Day we do giveaways for the moms, so this year we are going to gift them succulents with a personalized note

**Sugar Creek CC:** we are contemplating handing out seed packets for them to take and brighten their garden. Also working on Kids crafts kits for the little ones to take home and do for mom

**River Crest Country Club:** We are partnering with a local florist to order a floral arrangement along with seeds for gardening with mom

**Philadelphia Country Club:** Kids craft & card kits to go the week ahead of time

**Chevy Chase Club:** Mother's Day drive through plant sale

**Kensington Golf & CC:** We were thinking of supporting small businesses like giving them sugar scrub from the local soap company so they can pamper themselves.

**Westwood Country Club:** For social media, we are doing a "Moms of Westwood" in which families can submit their favorite photos and a description of why their mom is the best. We will then tag them and post on Instagram all week leading up to Mother's Day



# Mother's Day Brainstorm

**Cayton Children's Museum:** Craft kits for kids to make their mom their mother's day card..or craft flowers etc

**Isleworth Golf & CC:** We are making I Love you bags for our youth department, where there will be small arts & crafts to make for their moms at home

**Del Paso Country Club:** dad emails a picture of mom with kids. We print photo card and include it with the to go order.

**McAllen Country Club:** We are partnering with a florist and we are doing a high end basket with special food items, mommy care items. we are also partnering with a event planner that will offer to bring her linens and chargers and set Mom'e table

**Altadena Town & CC:** we're going to offer a gift basket for dads to purchase on Mothers Day that includes chocolate covered strawberries, a dozen roses, and a bottle of champagne

**Sand Point CC:** two meal options; meal options made for 4 people ; pick up on saturday only; so our team can have mothers day off. meals will have instructions to partial cook some items on sunday. packs come with flowers, kids craft activity, mimosa set up, and we will also put bingo cards in the packs for a bingo night upcoming.

**The Army and Navy Club:** Asking members to send in photos for video to be shared over social media. Also including a happy mother's day card with the to-go orders and keeping the traditional single rose we would give the moms in person with our to-go orders

**Racquet & Tennis Club (NY):** Plant an annual or perennial plant on the club's property in Mom's name and take a pic and send. She can see it when you reopen.

**Royal Oaks CC:** We're going to have a photographer go around the neighborhood and take family photos on their front lawn. We will have a "MOMosa" bar setup in the valet area for when they pickup their food. We are also offering cookie kits for the kids to decorate, and pre-arranged flower arrangements...in addition to this, we are going to offer "make your own" flower kits they can purchase, and we will do either an interactive zoom or a recorded webinar to show them how to make an arrangement for mom. We are also looking into a strolling serenade that they can purchase to come to their house and serenade mom

**Lakewood Yacht Club:** At home spa package with Mother's Day meal, decorating the club especially for Mother's Day



# Mother's Day Brainstorm

## New from 4.24.2020

**Daniel Island Club:** Give the gift of memories, photo shoot on site at club (physical distancing policies in place). Also option of three floral arrangement from local florist.

**Northwood Club:** How to make paper flowers - high-end, paper cut flowers. See [Paper-Cut-Project.com](http://Paper-Cut-Project.com) for creative ideas.

**Santa Rosa Golf & CC:** We are doing to-go Breakfast In Bed kits and it comes with a craft for the kiddos to decorate a mother's day card

**Seattle Golf Club:** We are going to include a Mother's Day Card in our to go meal for Mother's Day. Does anyone have a good resource for wholesale Mother's Day cards?

**Country Club of Harrisburg:** we are offering 3 gift options,,a potpourri box with ribbon or fresh floral bunch or potted geranium

**University Club of Pasadena:** We held a Virtual Wine Dinner last night, and one of our members mentioned that they wish their family could travel to Pasadena to enjoy our Mother's Day Brunch To Go. The idea came up that it would be great if reciprocal Clubs could work together so that members' families could pick up Mother's Day Brunch To Go in their respective cities. Then the families can enjoy eating together in private Zoom conversations on their own. Has this idea come up before? Do you think something like this is a way we can all help each other? (*This is a wonderful idea! Collaboration!*)





## Kids Camp Brainstorm

**Carmel Country Club:** Our first camp session isn't until the late June, so we're hoping for normalcy...I have gotten as far as moving our lunches outside to avoid all the kids in the same room. Need to further expand my sanitation plans.

**Santa Rosa Golf Club:** Princess Tea Party on the beach is one of our many kid's camp activities (hopefully it is open again), each child is given a separate tea party kit (previously sanitized) and they sit at separate tables (seats 4). The other chairs at the table are to be used for their favorite stuffed animals.?? One idea!

**Carmel Country Club:** Still considering our options, thinking about breaking down our usual groups into smaller groups of 10 or fewer and spreading them out around the property. Will need to incorporate additional activities to keep more groups occupied.





## Cinco de Mayo

**Royal Oaks Country Club:** We're going to have a mariachi band playing in the valet area when they pick up their orders. and we will have a margarita "bar" setup, but all individually pre-made. was thinking we could also sell/give away mini piñatas filled with candy or something fun like mini liquor bottles.

**Addison Reserve Country Club:** Guac & Salsa with Tortilla chips Kit

**Chevy Chase Club:** We are providing tequila and mezcal for takeout and will have a zoom happy hour education with vendors at 5 on Cinco de Mayo.

**The Beach Club:** We're just doing a fun Mexican-themed takeout dinner with Mexican beers.

**Paradise Valley Country Club:** We are doing a "food specials" and "bar kits" and during pick up hours at valet, we have a mariachi band greeting them.

**Wilshire Country Club:** Cinco to go packages!!

**Lauderdale Country Club:** Taco truck in parking lot, letting only certain number of people in at a time, mariachi band going FB every so often, To Go kit orders, sombreros on all our staff, Mexican cocktails.

**Columbine Country Club:** Since this falls on Tuesday we are considering taco-tuesday to go and have a band playing outside the pickup area

**Cavalier Golf & Yacht Club:** Build Your Own Taco To Go Kits with Pre-made Margaritas

Link to article: [How to Make a Gorgeous Fiesta Flower Wreath](#)





## Memorial Day Weekend

**Paradise Valley Country Club:** We decided NOT to do our traditional Memorial Day BBQ. Chef is planning to put together a "to-go" package where the members can pick up the kit and grill at home.

**Royal Oaks Country Club:** we always do a golf cart parade for 4th of July, and we have discussed maybe doing one for Memorial Day this year too with a band in the parade too

**Cavalier Golf & Yacht Club:** Depending on restrictions, we will be offering a "Cook at Home Cookout Package" with burgers, hot dogs, slaw, potato salad, cookies, etc.

**Lakewood Yacht Club:** we have talked about asking members for pictures of family veterans and doing a video montage.





## Prom/Graduation

**Philadelphia Country Club:** Host College send off parties instead of graduation parties!  
**Lakewood Yacht Club:** we are discussing doing a club-wide graduation and prom. Kids will get a chance to walk across the stage and get a "diploma" and also a club-wide prom with members and their families. We are also considering inviting our private event high school banquets that booked @ the club & have now cancelled. only seniors from those school groups would be invited along with our member kids. this is good will and feel good for those private events!

### Some links on this topic for inspiration:

Florida principal lines [high school's driveway with 2020 class photos.](#)  
John Krasinki's [Some Good News' Prom 2020.](#)





## Executive Chef Resources

### Reach out to these clubs for to-go operation advice

Chef Ryan Foo from Upper Montclair Country Club: [rfoo@uppermontclaircc.com](mailto:rfoo@uppermontclaircc.com)

Chef Frank, Westmoreland Club in Wilkes Barre PA: [frank@westmorelandclub.org](mailto:frank@westmorelandclub.org)

Shannon Baccanini at Paradise Valley CC: [shannon@paradisevalleycc.com](mailto:shannon@paradisevalleycc.com) (*They did \$33k in Easter to-go, all picked up in an hour. Wow!*)

Jeff Riggs, Del Paso Country Club: [chef@delpasocc.org](mailto:chef@delpasocc.org)

Leanne Hartzell, Chevy Chase Club: [leanne@chevychaseclub.org](mailto:leanne@chevychaseclub.org) (*315+ Easter orders, and NCCMA Chapter is holding a live webinar on Monday (4/20) focused on takeout*)

### Some Helpful Advice About To-Go/Delivery Services

- Create a Google Form! These are super easy for them to fill out
- Need small containers to be included in each order. I.E. salads will have toppings, dressing included inside the to go package so we don't have as many pieces to pack.
- We made our Easter takeout (never offered before) more simple than our usual Thanksgiving and Christmas takeout. We had packages. It was more popular than we thought that it would be, and was well received.





Clubs HELP connects golf and member clubs with local hospitals to activate a powerful network and provide critical support

SIGN UP

nurse\_org Husband and wife ❤️  
Both Nurse Anesthetists "CRNA's" on the COVID-19 Airway team. These CRNA's are taking care of the most critical patients in the world at this moment. This is the closest they can come to each other prior to starting the shift, and after that, no contact.

## Inspiration and Good Deeds

- Matthew McConaughey video:
- Big-hearted strangers turn Little Free Libraries into Little Free Pantries
- People Doing Good During Restaurant Industry Shutdown
- Spain Fitness Video
- In a Distracted World, Solitude Is a Competitive Advantage
- Expanded Sick Leave, \$1 Per Hour Raise, Free Pizzas For Hospital Workers: One Company's Brilliant--and Expensive--Response to the Coronavirus Outbreak
- The Players donating food to Citymeals on Wheels
- Valley Lo Club cleaned out the coolers and took our items to the local food pantry for those less fortunate!
- The Olympic Club: We donated all perishables to Food Runners.
- Country club members, managers step up with good deeds during crisis
- They were supposed to build stages for Coachella. Now they're building coronavirus triage tents
- Some Good News - John Krasinski
- ClubsHelp.org - Inspired by Springbrook Country Club in New Jersey, your club can adopt a local hospital.
- **Addison Reserve Country Club:** Our Men's Hole In One group donated the money in the Hole in One pot to Chef Zach (he was our previous Executive Chef) who is feeding thousands of less fortunate children and seniors in our county. Every dollar raised feeds 7 children. Our Hole in One group will feed 28,000 kids next week. Addison spearheaded a campaign to "Adopt a Hospital" (Supported by our Board and the Members). Starting on Monday, we will be feeding a great hot meal to all the front line workers of the Delray Beach hospital. In addition, for the next 2 weeks, We were able to get other local clubs to each take a day. For the next two weeks the hospital will get a great hot meal from a club each day. (*We suggest you collaborate with [clubshelp.org!](https://clubshelp.org)*)



## Q&A - Some answers to questions you asked in the session

1. How have Clubs started offering delivery to members only if they had not done so before? We are offering curbside pickup and looking for a way to offer delivery service as well. We are located in Southern California.

*Check with GRUBHUB for good examples of how to do “no touch” delivery services. Other clubs have left items on the porch or doorstep so there is no physical contact. If your club is going to start delivering, check with your insurance company and your legal team for guidelines.*

2. What would you recommend posting on instagram for our club? Only updates or happier things? :)

*Please see communication examples above. You should definitely have a mix of updates and peppy topics. This is a great time for #TBT. Let members know that you are making plans for future events, share articles and resources. Videos of staff to say hello or member generated content. There’s still so much you can do!*

3. Are clubs compensating staff during closure? How are clubs handling paying hourly staff as well as managers?

*If you check the [NCA Coronavirus Resources](#), you’ll find some better material and examples from the town halls they did this past week. They handled much more technical topics.*

4. For those Clubs that are closed, did they communicate an anticipated re-opening date?

*We haven’t seen this yet, as the crisis hasn’t yet reached its peak.*



5. Any out of the box ideas to create revenue during this time? Trying to keep employees paid as best we can.

*The delivery/curbside food orders, if possible, and online events that you plan. There is no reason you can't charge for a speaker series via webinar. Think about having members pre-pay for events that will be coming up when you open so that you can keep some cashflow going...Also, maybe laid off staff could gain employment by members for mowing the lawn or gardening (something outdoors with no personal contact). Thinking out loud here...*

6. My club has not addressed anything with anyone besides our Board's initial announcement to the members last weekend saying we are closing, followed by suddenly forloughing all hourly staff. Any recommendations to finally get an open conversation started?

*Follow some of the communication examples above. You are also receiving the Crisis Communication webinar replay from Shanna, which should help you plan your communication. This is the time for LOTS of communication!*

7. How many clubs are out there doing To Go Food, and if so how do they control the crowds

*Again, communication is key. Let members know that there is a limited supply of meals each day, so first come, first served. Do not overextend yourselves and take more orders that you can handle especially because the staff cooking will need to keep a safe distance from each other so you will have less people in the kitchen at any given time. When delivering, leave food on the porch and do not touch the doorbell or anything at the house. If pickup, advise members to leave ample space between their cars when arriving for pickup, do not get out of their cars, call to let you know they are there and then pop their trunks open so your staff can put the bags right in the trunk. Gloves should always be worn and thrown away each time the employee touches the car trunk to close it.*

8. Would like to know if clubs are prepared to modify member dues if services/facilities continue to be on hold

*That question is more likely answered amidst the [NCA Coronavirus Resource](#) materials. Check the town halls they did, as they are sharing slides and webinar recordings. Their town halls were pretty focused on finances and employment issues.*

9. All of my weddings through May have rescheduled. I have on June 20 that I am starting to get nervous about as this situation develops. How far ahead are people asking their events to consider postponing?

*That varies from region to region and also because we are not yet at the peak of this crisis. Pay close attention to CDC guidelines and announcements and cancel as needed. Have events choose a new date at the same time they postpone, even if it has to be postponed again.*



10. What are Clubs doing about events that we have had to cancel events (events that are unable or unwilling to reschedule) regarding non refundable deposits? Are they refunding? Keeping deposits? Legally if we as a Club "broke" the terms of the contract by cancelling the event (for whatever reason) do we refund?

*Check with your insurance company to see if lost revenue will be reimbursed in any way. Keep a very detailed "Lost Business" report with estimated dollar amounts. Your choice is to either refund and either absorb the hit or get reimbursed through insurance or make the decision to apply the deposit to a future date even if it is a year away. Example – airlines are not refunding, but waiving "change fees".*

11. Any suggestions on how far to move event dates out?

*We did answer this in the session, but wanted to point out again here... it is hard to determine when we are to re-open. There is no way to tell at this moment. That could change in the next week or two*

12. Do you think the private clubs will be able to recoup our losses?

*If we remain in strategy mode and create good plans, we can mitigate losses. How much depends on the club, members, how the crisis has impacted your region financially. No definitive answer.*

13. Is there a link you can send out afterwards showing the CA law allowing clubs to sell liquor to members?

*[Alcoholic Beverage Control \(ABC\) website with new regulations](#) - every state will be different*

14. Do you have good communication to reply to members asking about suspending dues or cancelling during the club closure?

*We do not currently have templates for this situation. It is really so different from club to club. Your board president or GM should be writing that letter. Also check your bylaws and consult with legal, just to be sure.*

15. Not sure if this is appropriate to discuss in this forum but we heard about our first member passing from the virus today. Any suggestions for a)communicating this with the membership - is that even appropriate? and b)paying tribute to club members affected by this pandemic once its over?

*First, we are very sorry to hear that your member passed away. We all need to prepare ourselves for this to happen. We have no way of knowing how many members may pass away, and this is something we need to prepare for, as well. First, please check HIPPA laws in regard to naming persons who fall victim to COVID-19. You may have a duty to report, but most likely not be able to mention names. That is true for staff members, too. It is best to consult your HR/Legal team for how to communicate COVID-19 related illnesses and deaths. Once we do get through this, a memorial for your members/staff who passed, and those who survived would be a lovely way to bring your community together.*



16. What do you recommend Clubs to do that do not have / are not allowed to have social media accounts, to have member engagement other than emails?

*We did answer this in the forum, but wanted to re-iterate here that this is the perfect time to convince your members of the significance and effectiveness of social media. You can make your Facebook Group or Instagram Private, but at least get online now and show the power of these communication tools. After we are up & running again, you may be allowed to keep those channels active.*

17. What are your thoughts on aligning with the World Health Organizations to replace the term Social Distancing with PHYSICAL Distancing?

*We like the phrase PHYSICAL distancing so much better. It seems to be catching on. It's much more accurate, too!*

18. Can you suggest what to say for a disclaimer stating our summer kids programs are subject to cancellation due to the situation with the virus?

*Do you normally have a disclaimer for cancellations? This is an item you need to consult HR and legal. The language for this has to be specific and legally sound.*

19. From Columbine Country Club: Has anyone looked into incorporating virtual wedding platforms into ceremony packages? If so- do you have any recommendations?

*We'll leave this open here in case other clubs want to contact you. Make sure you look in the event resources at the beginning of this handout for virtual events.*

# THANK YOU!!!

Do you have resources, ideas, links, and information you would like to share with the group? We've created this handout and have added to it for the past six weeks. Moving forward, we won't be updating the handout, but you are always welcome to submit your ideas and topics to Lynne or Shanna so that we can discuss in the Member Engagement Forum!

Please send your ideas, questions and best practices to [shanna@privateclubsonline.com](mailto:shanna@privateclubsonline.com) and [lynne@TheACCP.com](mailto:lynne@TheACCP.com). Thank you so much!!

