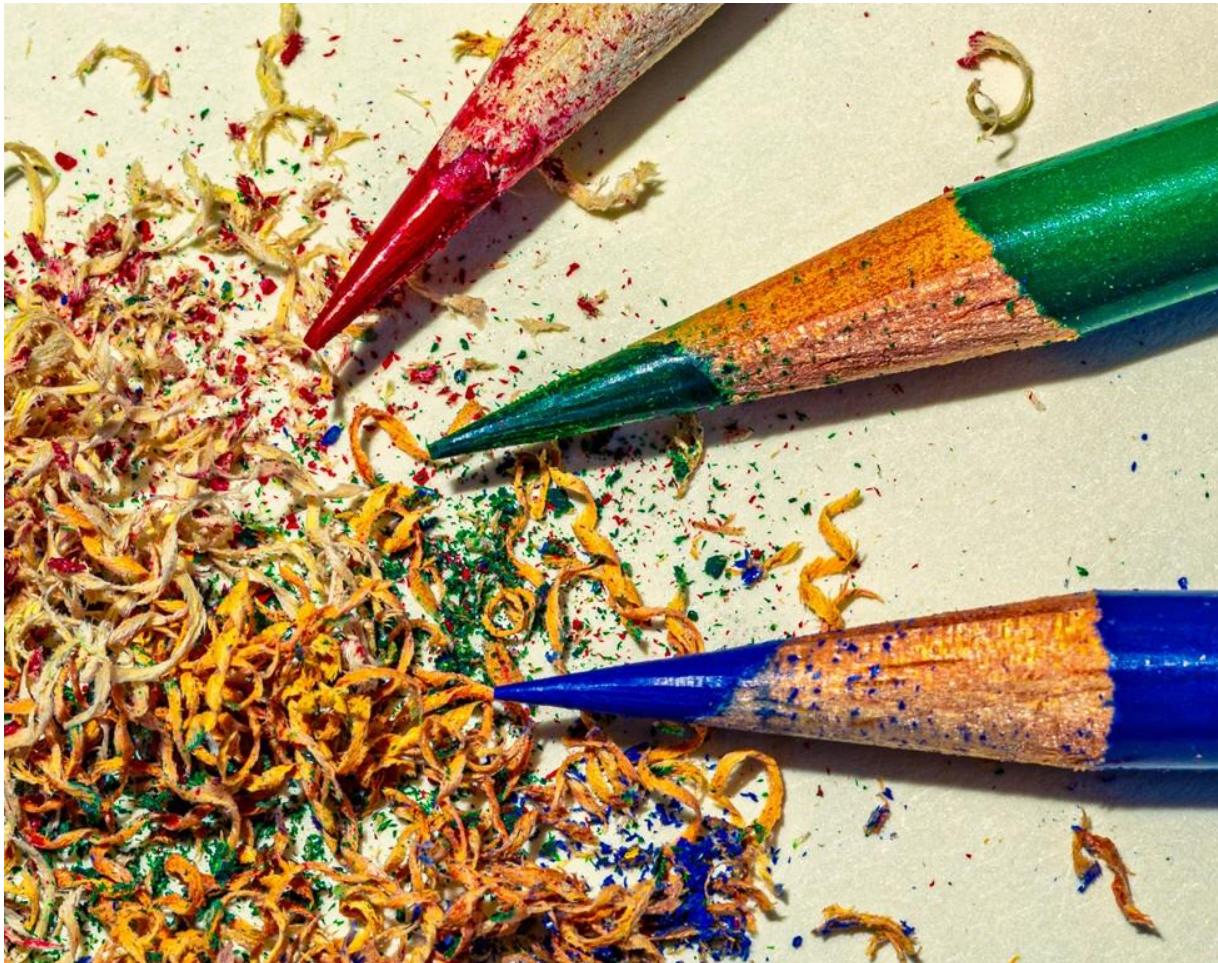


Keeping Camera Clubs Active



October 21, 2021

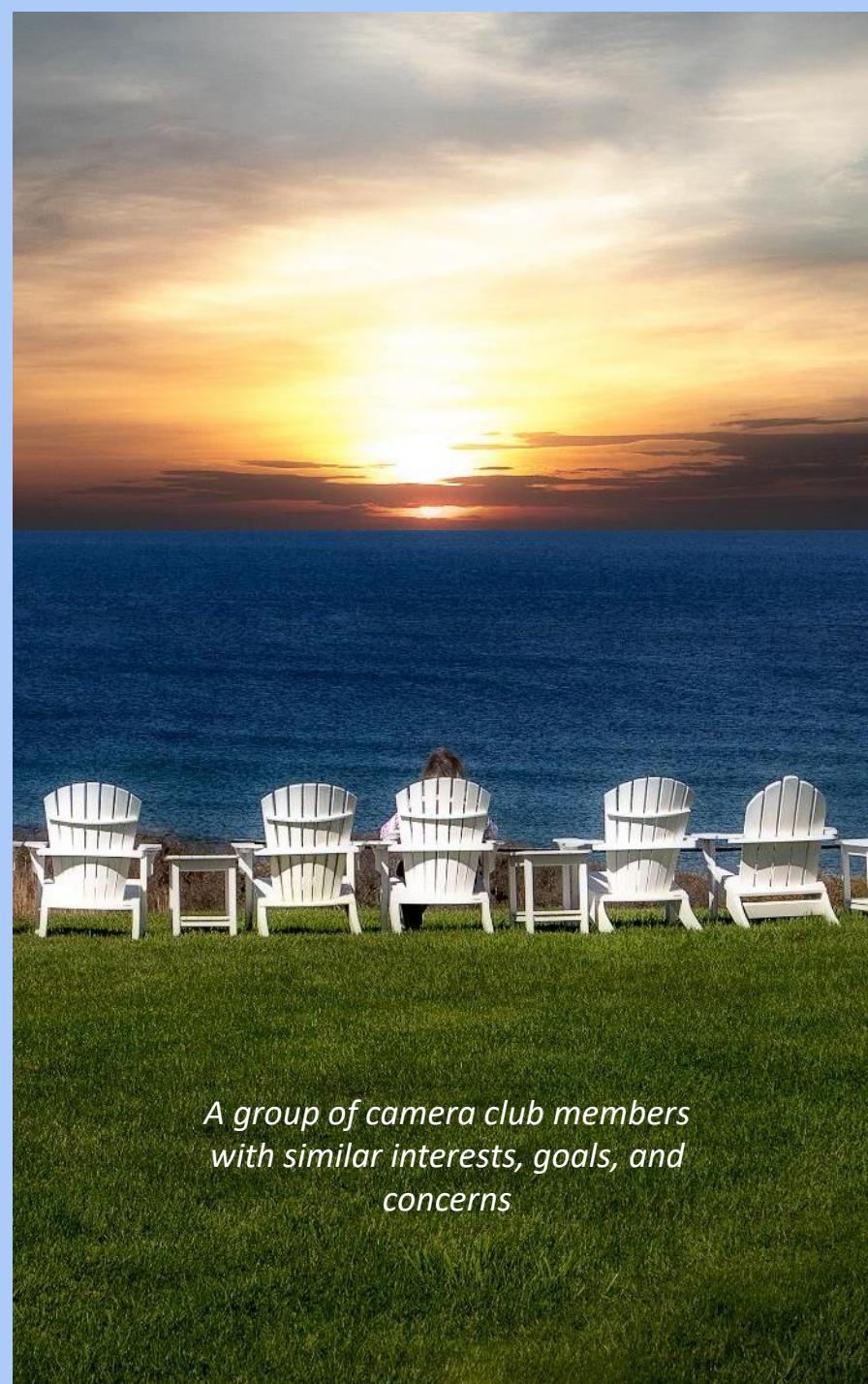
Organized by NECCC.org

Host - Chane Cullens

MNEC, NECCC VP

Chane@CCullens.com

Group.NECCC.org



A group of camera club members with similar interests, goals, and concerns

Keeping Clubs Active



Share and learn from other clubs



You decide what is best for your club



Just do it!

Tonight's Agenda

7:00 – Informal conversations as people join

7:30 – Meeting kickoff – Chane Cullens

7:35 – 75th NECCC Photo Conf – Rhonda Cullens

7:40 – Hot Discussion Topics

1. Leveraging club members as program speakers
2. Ways to attract new members
3. Club insurance
4. Using a digital payments (PayPal, Credit Card ...)
5. Any experiences from hybrid (in-person and remote) meetings?
6. What else?

November 18 Meeting Topics?



NECCCPHOTOCONFERENCE.ORG

1. Leveraging club members as program speakers (survey)

2. How is it working?
3. How do you select club members?
4. What makes a good speaker (Passion, Knowledge, Communication Skills ...)?
5. Lessons learned when choosing speakers?

Leveraging local contacts/professional meets our needs, rare internal
Short 15 'after the break' internal presentations on competition nights,
Workshops for small groups lead by members

Breakout rooms with short workshops in the various members, keeps everyone involved
New members submit 10 slides and discuss to their slides

Virtual paid speakers are high quality
Photographers that you like as part of an intro to new and old members, builds teamwork and relationships
Using internal for speakers, can discuss with presenter what to expect, outside walks as learning experience from internal experts

Recommendation by other club members
Outside speakers may compete with internal experts – how to balance
Annual survey to ask what programs we should do, as well as what assigned subject – then match the two
Multiple speakers on similar topics. How can I do that program?

Ways to attract new members

1. Getting the word out
2. Website, Facebook, Instagram, Local Newspaper, Local Events, Exhibits, Local Schools, Free educational programs,
...

Family portrait photo shoot - \$50 per family, professional portrait photographers, local high school competition, local clubs (rotary, lions, churches ...)

Local public access TV

Book of your town – with a local club (e.g. lions or realtors)

Business cards to handout

Intro handout – trifold , cardstock 5x7/4x6 – posting in local businesses, e

Emailing list - weekly or monthly “updates”

Club insurance

1. Show of hands for clubs that have insurance?
2. Usually driven by what your venue requires
3. ...

Insurance for exhibits (stolen or destroy photo), field trip (safety of members and family),

Policy for year or event by event – most to for year

More members may rise the cost

What about insurance for club execs, for anybody that has access to money (bonding your treasurer)

Field trips increase risk and exposure

Have waivers for members to sign

Personal insurance for a member is an option – photos and camera equipment, and shows ACP

Using a digital payments (PayPal, Apps (Venmo ...)

1. Collecting fees for members that don't use checks
 - The younger generation we are recruiting don't use checks
2. Experiences of using a digital payment?
3. Digital fees –
4. PayPal does not require users to be members, accepts credit cards, fees ~3.5% plus 49 cents (\$50 → \$2.24 fee)
5. Use a trusted members personal PayPal account or create an account for your club?

<https://www.zellepay.com/> – free from bank to bank

Changing paypal account when treasurer is a pain

Square - <https://squareup.com/us/en>

Adobe sign document - <https://www.adobe.com/sign.html>

Any experiences from hybrid (in-person and remote) meetings?

Watch out for technology issues – do a test run, before first real meeting

Have phone numbers for tech experts –

Are people ready to meet in person, consider having a minimum number to commit to in-person (mask, non-masks), plenty of room to spread out

Good ideas, but requires people to actually do it! Push

What Else?

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November 18 Meeting Topics?

What topics do you want for the next call?

Thursday, November 18, 2021

1. Discussing competitions (judges, scoring and guidelines). – Co-hosted by Sharon Colacino, Gateway Camera Club, Framingham, MA
2. ..
3. ..

