

Ideas for keeping camera clubs active during COVID-19 social distancing



Organized by [NECCC.org](https://www.neccc.org)

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*"It took research and planning by
numerous people to make
everything come together well"*
Newton Camera Club

Keeping Clubs Active

Tonight's Topic



Learn what other clubs are doing



Decide what is best for your club



Just do it!

What are other clubs doing?

Tonight's Agenda

Share **why** it worked for your club



Virtual Competitions



Virtual Programs



Virtual Photo Challenges



Virtual Exhibits



Mini-Field Trips



Virtual End of Year Party-Exhibit-Comp



Web, Newsletters, Blogs, Other ...

Virtual Competitions

Moving competitions online

Results

- Pros
 - *Attendance & photo count increased*
 - *Easier to see and hear judges*
 - *Members and judges do not need to be nearby*
- Cons
 - *No prints*
 - *Technology hassle*
- Unknowns
 - *How to support combined in-person and virtual meetings when some members are not comfortable returning*

Ideas

- Expanded categories to make up for dropped print categories
- Allow flexibility in judging, may not be live, may not have as many comments
- Revise categories to remove ones that require leaving home
- Add competition against another club, now with no geographic restrictions

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These apply to other activities as well, not listed again

Virtual Programs

Moving in-person learning sessions to online learning

Results

- Pros
 - *Attendance maintained*
 - *Ability to extend programs into the summer months*
- Cons
 - *Fewer member to member interactions*
 - *Less question & answer*
 - *No in-person hands-on*

Ideas

- Use members to deliver sessions that they are passionate about
- Use industry leaders as virtual presenters from around the world, and the cost may be low or free
- Share live presentations with other clubs
- Watch free training (YouTube.com) independently, and then members meet to discuss and share tips to help everyone learn more

Virtual Photo Challenges

Activities (assignments) to keep members taking photos

Results

- Pros
 - *Participation is good*
 - *Keeps photo skills top of mind*
 - *No travel required*
- Cons
 - *More fun as a group activity*

Ideas

- Pick a theme, everyone uploads and optionally voted on by members
- Can be daily, weekly, monthly or ad hoc
- Scavenger hunts - limited-time, learn categories at the start, everyone votes, announce winners
- Learning challenge - one scene with three types of lighting from 3 perspectives (9 photos)
- Pick subjects that work from home
- Share action photos from challenge to increase the social aspect

Mini-Field trips

Small group gatherings

Results

- Pros
 - *Fun*
 - *A good change of scenery*
 - *Minimal planning*
- Cons
 - *Some members may feel excluded or pressured because they are not ready to gather even in a small group*

Ideas

- Milky Way, Neowise comet, Sunset, Moonrise over a lighthouse, flowers in a yard ...
- May be created ad hoc by members, self-organized
- Pick a near term opportunity, that is, days away not weeks away
- Keep the groups small, use separate cars, social distancing, masks ...
- Respect others comfort levels to avoid pressure to attend

Virtual Exhibits

Photo displays become digital galleries and videos

Results

- Pros
 - *Easier - no prints to collect, handle, hang, takedown, return*
- Cons
 - *Different or harder to advertise*
 - *No in-person feedback at reception*

Ideas

- Work with the venue to post to their website, e.g. library print exhibit becomes a gallery on the library's website
- Include gallery and video of the photos
- Include photographers name and title
- Capture a short audio commentary and photo from every photographer to add a human touch
- Insert creative ideas to keep the audience entertained. Add music. Add 10 second videos within the still photos for variety.

End of Year Event with Competition

Celebrating virtually

Results

- Pros
 - *Attendance increased*
 - *The number of photos increased*
- Cons
 - *Prints dropped*
 - *Social aspects missing - food & conversations*

Ideas and Results

- Allow judging to happen before meeting
- Remember that it is a party, have fun
- Follow a theme, if it's an ice cream event, everyone can show the ice cream they are eating, or the drink or snack ...

Web, Newsletters, Blogs, Other ...

Increase communications and recruiting since more people are looking for hobbies

Results

- Pros
 - *Members want a community connection*
 - *Less scheduling conflicts*
 - *Flexibility to make temporary changes*
- Cons
 - *Not one method works for everyone, need multiple channels*

Ideas

- Communications
 - *Increase the frequency of newsletters and blogs*
 - *Use Facebook posts and comments*
 - *Keep website up-to-date*
 - *Share what other clubs are doing*
- New member recruiting
 - *Leverage local newspaper articles*
 - *Invite potential members to programs and photo challenges*
 - *Work with local cultural arts groups*
- Board
 - *Add/drop categories, activities or exhibits to meet members needs*

September 8th Agenda

What topics do you want for the next call?

1. Details from 3 clubs on how they run a specific activity? Volunteers?
2. What else?

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