From:	info@podi.com
Sent:	Wednesday, April 1, 2020 7:48 AM
Subject:	PODI News - Getting the COVID-19 Word Out to Members

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online. solved.

Dear Kevin,

Clients are Successfully Keeping Members Informed and Up to Date.

Our association and non-profit client teams have really risen to the challenge of keeping members informed on COVID-19 issues. Whether wrestling with the rescheduling of meetings, sifting through new legislation, or passing along news from daily briefings, they are leveraging the Internet to get the word out - and doing so very well.

Many clients are providing updates via their normal channels - web site, blog, blast emails, and online communities. Some, however, are using the COVID-19 crisis as a catalyst for new channels and introducing new resources.

Here are a few initiatives to share and inspire your own organization's response:.

1. Launching COVID-19-specific Micro-sites
    o **National Pest Management Association** launched their *NPMAcoronavirus.com* micro-site to provide updates and resources to members.
    o The **Pool and Hot Tub Association** is providing COVID-19 resources to members on their micro-site: *PHTAcoronaupdate.com* .
2. Creating Online Communities: The **Council on Employee Benefits** launched a new online community so members could share their own news, pose questions, and discuss impacts to member companies.
3. Posting COVID-19 Briefings: These recorded webinar-like posts provide a valuable resource for members who can watch the replay whenever their schedule allows.
4. Defining online testing as an alternative to in-person certification exams solves a critical need to continue certification testing in our new work-from-home environment.
5. Revising navigation to include COVID-19 specific content making it easy for users to find what the latest news.
6. Updating Frequently: Even for clients who usually do their own updates, our support team is fielding questions and lending a hand round-the-clock to support the need to disseminate news quickly and efficiently.

We hope this list provides ideas to consider using in your own organization. Are there other actions you've taken that aren't listed here? We'd love to hear from you. Send us an email to let us know what is working for you, we'll pass your tips along to others.

PODI COVID-19 Crisis Resources page is available for all to use . It includes sample language for sharing updates and COVID-19 news, useful links, and royalty-free graphics.

Other News and Notes

The **Association of Water Technologies** (AWT) launched their new website today and it showcases AWT as a first-class organization. The site features a new home page and streamlined set of navigation to allow users to find information quickly. AWT users can take classes online, view their CE credits and apply for certification. The site also features online registrations, directories, education and conference mini-sites, as well as single sign-on with their back-office, online forums and several education vendors.

Thanks for reading!

Paul Finkel

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