



Zonta International District 10

Advancing the Status of Women Worldwide

Recruitment Retention Revitalization Manual

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Introduction

As clubs are planning activities for this club year, make membership **recruitment** a top priority! We all know the value of Zonta and how it positively impacts the lives of women. But, in order to continue to make a significant impact, we need viable clubs to carry out the mission.

There has been a loss of members worldwide, and in District 10 specifically, we have lost about 65 members in one year. Zonta International considers 20 members as an optimal minimum number for a club in order to provide the opportunity for a rotation of members in various leadership roles and assignment of committee activities. In our district, 9 of the 22 clubs have fewer than 20 members.

While we are gradually realizing growth, we need to make a concerted effort to **recruit and retain** members. It was this goal which served as the basis for the District Organization, Membership, and Classification (OMC) Committee Membership Plan. Membership **recruitment** tools are the focus of the initial segment of the plan. These tools should be of significant benefit to clubs as their OMC Committees begin setting goals and planning activities for the club year. Please review the tools provided and tailor them to fit your club.

We are all 'Ambassadors of Membership' and must do our part as individuals and clubs to ensure the viability of our clubs through **recruitment and retention** efforts. As ambassadors we:

- Are committed to increasing our membership.
- Share information with others about Zonta and its mission.
- Stay informed about Zonta International service and advocacy projects.
- Must be masters of the 'elevator speech' – a brief speech which relays to someone compelling information about Zonta, its mission, its service and advocacy efforts.

Our responsibilities certainly do not end after we **recruit** new members. We must pursue a goal of maintaining strong clubs through **retention and revitalization** activities. This requires that we stay focused on the reason we all joined Zonta – mission. Our service and advocacy projects and program meetings must be mission focused. If club membership begins to decline, a concerted effort should promptly be made to identify the reason for the decline and to take action to remedy the problem.

This **Recruitment, Retention and Revitalization Manual** was developed to assist District 10 clubs as we all strive to increase our membership and to have strong, viable clubs. As the District OMC Committee created documents and presentations for this manual, we also used some information from various sources such as Zonta International and included successful ideas and activities from some of our district clubs. The manual is not intended as a substitute for the considerable valuable information from Zonta International. It is instead a single source supplement to that information which specifically targets District 10 membership needs.

Your District OMC Committee is available to help and will continue to provide information that will be beneficial for your clubs. Let's strengthen our potential for positive change for women by making membership **recruitment, retention and revitalization** a priority!!

Membership Recruitment

By joining forces with like-minded women and men, your voice, service and contributions can make a lasting and meaningful difference in women's lives.

Use the recruitment tools provided in this section to help club membership recruit new members year round.

- ✓ These small card templates can be easily formatted to reflect club specific information.
- ✓ Consider laminating the two-sided card to keep it nice.
- ✓ Urge members to keep both cards on their person; this way the information is always readily available.
- ✓ Include recruitment cards in all new member literature.
- ✓ Use 'delivering an elevator speech' as a topic for a club business meeting.
- ✓ Talk about recruitment in your club newsletter and on your website.
- ✓ Review with club membership, the 'Membership Matters' article found in each issue of the district newsletter.
- ✓ Host at least one recruitment event annually.
- ✓ Customize the Membership Recruitment PowerPoint provided on Membership Recruitment, Retention Revitalization and present at membership recruitment events.
- ✓ Contact the District OMC Committee for assistance.

Membership Recruitment Tools

Making it a little easier

Zonta "Elevator Speech" Card

Print card, place back to back and laminate. Make one for each member

Zonta at a glance

Zonta is an international organization of executives and professional women working together to improve the status of women worldwide through service and advocacy.

Zonta has 1,200 clubs in 66 countries and geographic areas; over 32,000 members strong.

Zonta helps women overcome barriers to equal education, healthcare, legal rights, economic advancement and the prevention of violence.

2010-2012 Biennium Projects

- Education, Leadership and Youth Development:
Amelia Earhart, Jane M. Klausman and Women in Public Affairs scholarships and Z and Golden Z clubs.
- Strategies to prevent violence against women
(ZISVAW) to include an end to burn violence in *Cambodia, Nepal & Uganda*; to ensure a gender-responsive humanitarian & early recovery response in *Haiti*
- Prevention of Mother to child HIV transmission & gender based violence in *Rwanda*
- Reduce birth trauma and obstetric fistulas in *Liberia*
- Safe Cities Project in *Guatemala City, Guatemala & San Salvador*, in El Salvador

Uses

- ✓ *As a quick reference – assisting members in being prepared with crucial information when they have a brief encounter with someone who is unfamiliar with Zonta.*
- ✓ *As a familiarization tool in new member orientation.*
- ✓ *In a meeting to assists members with honing their elevator speech skills.*

Membership Recruitment Tools

Making it a little easier

Zonta Recruitment Card

**Print as a tri-fold card, placing your club logo on the front along with the ZI mission statement.
On back include a line for the member name & contact information.**

Club Logo Here

Zonta International is a global organization of executives & professionals working together to advance the status of women worldwide through service and advocacy.

Zonta Club of xxxxxxxx
P.O. Box XX
City, State/Province, Zip
Meets 'x day' at 'x-time'

Membership is by invitation for professionals/executives or persons with this experience.

Our programs of service and advocacy promote women's human rights and equality.

Experience the warmth of international & club fellowship.

Experience personal growth from programs and Zonta leadership roles.

Zonta Club of xxxxxxxx
Foundation
P.O. Box XX
City, State/Province, Zip

Place Foundation statement in this area.

The Foundation is a charitable organization pursuant to IRC501(c)(3). Contributions are tax deductible to the extent provided by law.

Or, if no foundation provide other club related message.

Uses

- ✓ *Hand out to persons who may have an interest in joining Zonta.*
- ✓ *Include in new member packets.*
- ✓ *Include this with all new member literature.*

Steps to Take Before They Join

- ✓ Inform prospective new member of the Zonta Mission and its uniqueness.
- ✓ Describe depth of Zonta's influence (size of membership and number of countries with clubs)
- ✓ Provide information on the current international service projects
- ✓ Meet with prospective new member and learn a little about them. Occupation, interests, reasons for wanting to join Zonta.
 - Do they qualify for membership? Under what classification?
 - Zonta International Membership Manual: Marian de Forest Membership & Classification, Organization and Extension Manual www.zonta.org
- ✓ Tell them about your club.
 - Meetings: Where you meet, time, who to call if attending
 - Service Projects and Fund raisers
 - Club dues
- ✓ Ask them to peruse Zonta's website to learn more about Zonta International and District 10. Have a follow-up meeting to answer questions.
- ✓ Inform the individual of the benefits of membership
- ✓ Define membership – where you are part of a strong, active community with a long history of promoting women's human rights and equality worldwide.
- ✓ Tell them the benefits of attending District and International conferences:
 - Opportunities to enhance knowledge about women's issues as well as influencing decision making in this great organization.
 - Enhances personal growth through program meetings and Zonta leadership roles.
 - Networking with other dedicated and committed professionals on both local and global level.
- ✓ Let prospective members know what will be expected of them as members of the club.
 - Participation in service and fund raising projects
 - Regular attendance at meetings
 - Serving on committees
- ✓ Invite them to attend several club meetings and special events.

Membership Retention

Use the retention tools provided in this section to maintain membership.

- ✓ After recruiting members, find or develop opportunities for them to get involved right away.
- ✓ Have clear goals and expectations of what new members will do as a part of your club by conducting a new member orientation and by assigning a mentor to them.
- ✓ Make sure club members understand the importance of the task they are doing, and how it fits into the overall service goals of the club.
- ✓ Align service projects and club programs with the Zonta mission.
- ✓ Provide fellowship opportunities.
- ✓ Recognize members in speeches, media and meetings.

“So long as any woman in the world is oppressed, all women in the world are oppressed.”

Past International President Folake Solanke

New Member Orientation

It is critical for any new member of an organization to have a sound understanding of the organization and their role in it. An informed member will know the value of the organization in relationship to its mission and the benefits of maintaining membership. Also, an informed member is more likely to fully participate in organization activities and committees.

Clubs should therefore ensure that a new member orientation is a priority task to be undertaken as quickly as possible after an individual becomes a member. This outline will serve as a guide to clubs for development or enhancement of an existing "New Member Orientation Manual."

Steps to Take After They Join

- ✓ Involve new members as soon as possible.
- ✓ Have their sponsor "buddy" with them as a mentor for the first year to remind them of meetings and events, explain the proceedings of meetings, protocol, share information about club practices and traditions, and make them feel welcome.
- ✓ Assign or let them pick a committee that they may have an interest in and have the Chair include them in planning and committee activities.
- ✓ Involve them in "hands on" service projects and let them know how they can help with fund raising and supporting the club.

Orientation should be done soon after new member initiation

- ✓ Set up orientation meeting with Club Board and Membership Committee
- ✓ Member orientation should cover the structure of Zonta. (Club, Area, District and International levels.)



- ✓ Cover the history of your club as well as the history of Zonta.
- ✓ Describe the Zonta International relationship with the UN.
- ✓ Describe the role of the International Foundation and, if applicable, the Club Foundation.
- ✓ Explain the role of the District Board.
- ✓ Your club's service projects and International service and ZISVAW projects.
 - Zonta International Club Manual and District 10 Club Leadership Manual will be helpful as you plan this.
- ✓ Provide new member with the information they will need to be a productive member.
 - Bylaws of club (if part of your club) and ZI bylaws
 - Club membership rosters
 - Committee rosters and information on the role of each committee (ZI Club Manual)
- ✓ Acquaint new member to club operations and meeting procedures.
 - Monthly meetings
 - Officers duties
 - Robert's Rules of Order, Newly Revised
- ✓ Provide a venue for new members to network and fellowship with club members.
- ✓ Highlight new members in your newsletter
- ✓ "Get acquainted" presentations at meetings – members provide brief talks about their career, interests and hobbies
- ✓ Make sure new members have name badges and Zonta membership pins.

Get them involved beyond the club level

- ✓ Talk about Zonta events such as District Conferences, International Conventions, Area Workshops and the North American Summit.
- ✓ Describe the purpose and benefits of these events.
 - Encourage them to attend these events
 - Highlight the pleasurable aspects as well as the business aspects of attending
 - Encourage the sharing of rides and accommodations

New Member Orientation Fact Sheet

District 10

Zonta International History

The organization was founded in Buffalo, New York in 1919 as a confederation. The confederation became Zonta International in 1930 with the establishment of the first European club in Vienna, Austria. Clubs were first established in other regions of the world:

Canada –Toronto in 1927
South America - Chile in 1948
Asia - Philippines in 1952
New Zealand in 1965
Australia in 1966
Africa - Ghana in 1970

Relationship with the United Nations

Zonta has been linked with the United Nations since 1946. Zonta International is a designated non-governmental organization (NGO) which brings women's concerns to the UN, suggests solutions and publicly advocates for pertinent issues while encouraging clubs to participate at the local level. Zonta International maintains representatives of its United Nations Committee at UN sites in Geneva, New York, Paris and Vienna. Committee members attend UN conferences, UN agency, committee and commission sessions. Accredited NGOs such as Zonta participate in these sessions by providing written statements and oral presentations on issues being considered. NGOs also may organize panels related to the general debate.

Since 1985 Zonta has had consultative status with the Economic and Social Council (ECOSOC) which is one of six principal bodies carrying out UN work. It is responsible for two-thirds of UN programs, in particular, those concerned with economic issues such as trade, industrialization and development as well as social issues such as women's rights, children and social welfare. The Council makes recommendations on how to improve education and health conditions and to promote respect for an observance of the human rights and freedoms of people everywhere.

One of the nine ECOSOC committees is the Commission on the Status of Women which is the leading policymaking body concerned with women's rights and the equal status of women. The commission hosts an annual conference; attended by thousands of women worldwide to discuss issues of critical concern to women.

How is Zonta International organized?

The headquarters is in Chicago, Illinois and initially opened there in 1928. The office provides services for members such as publishing various manuals for club and district operations as well as the Zontian magazine, maintains the Zonta International website which is a valuable resource for members, and houses the Foundation. The clubs are part of a designated geographic unit called districts which are administrative entities linking Zonta International and clubs. Districts promote the programs of Zonta International within the district and assist clubs in implementing Zonta International goals and programs. Districts are lead by Governors who oversee a District Board. Some of the Board members are Area Directors who have oversight responsibilities for clubs in designated geographic areas and serve as the liaison between those clubs and the Board. Our district is District 10 which includes clubs in Arkansas, Louisiana, New Mexico, Oklahoma, & Texas. It is organized into 3 geographic areas with over 635 members in 22 clubs. The clubs in our district which have the greatest longevity are Dallas and Ft. Worth which were established in 1924 & 1927 respectively.

Z and Golden Z clubs

These clubs may be established for secondary and college aged young women and in District 10 our first Z club was established in 1961 in Mineral Wells, Texas. The benefits of membership is the opportunity to serve the school, local and international community while also developing leadership and communication skills, acquiring a commitment to community service and developing an international awareness of issues affecting females. Z and Golden Z clubs are expected to develop service projects to benefit local and global communities.

District 10 Board consists of a governor, lieutenant governor, secretary, treasurer, parliamentarian and 3 area directors. The secretary and parliamentarian, who are appointed by the governor, are non-voting members of the board. The other individuals are elected to the board positions for a two year period at the District conference by the delegates from clubs. The District Board is responsible for the administration of the district. Some of the duties include:

- Acting on routine questions to carry out established policies.
- Proposing goals and long range plans for the district.
- Recommending the district budget for approval by the club delegates at the district conference.
- Working with the host club conference committee to plan the district conference program.
- Reviewing and monitor expenditures in accordance with the approved budget.

District Committee Chairman are appointed by the District Governor. The committees in our district are:

OMC (Organization, Membership and Classification) Committee which provides assistance to clubs on membership issues as well as generally promoting membership growth, the organization of new clubs and programs developed by the International OMC Committee. In District 10 the Lt. Governor chairs the committee and the other members are the Area Directors.

Public Relations Committee which promotes the objects of Zonta International and its projects and programs, an awareness of clubs and their projects and an awareness of International and District websites as a resource.

Status of Women Service Committee which promotes awareness and support of Zonta International service programs biennial projects, ZISVAW projects, Amelia Earhart fellowships, Young Women in Public Affairs awards and Jane Klausman Women in Business scholarships, Z and Golden Z clubs.

Bylaws and Resolutions Committee assists the District Board in studying proposals from clubs for Zonta International bylaw changes and drafting proposals for amendments to Zonta International bylaws.

United Nations Committee promotes awareness of the United Nations and the relationship with Zonta international.

Finance Committee in consultation with the district treasurer monitors the district budget in regard to expenditures and income.

Nominating Committee solicits names of potential nominees for elective District Board positions and proposes a slate of candidates for consideration at a District conference once a biennium.

Legislative Awareness and Advocacy Committee serves as a resource for the district on legislative and advocacy issues related to the objects of Zonta International. Use and promotes Zonta International resources to assist clubs to be effective advocates in their communities.

Historical Committee reviews, selects and maintains the district archives.

Other Positions Appointed by the Governor are:

District Newsletter Editor produces and edits the District newsletter.

District Webmaster is responsible for the technical development and maintenance of the district website as well as serving as liaison among clubs, the District and any contracted professional.

Centurion serves as an advisor to the Governor performing such tasks as assisting the district with long range planning and organizing new clubs.

Foundation Ambassador promotes the Zonta International Foundation in the district and donations to it by clubs.

District Conference

A District 10 conference is held in different locations throughout the district each year in the fall. The purpose of the conference is to

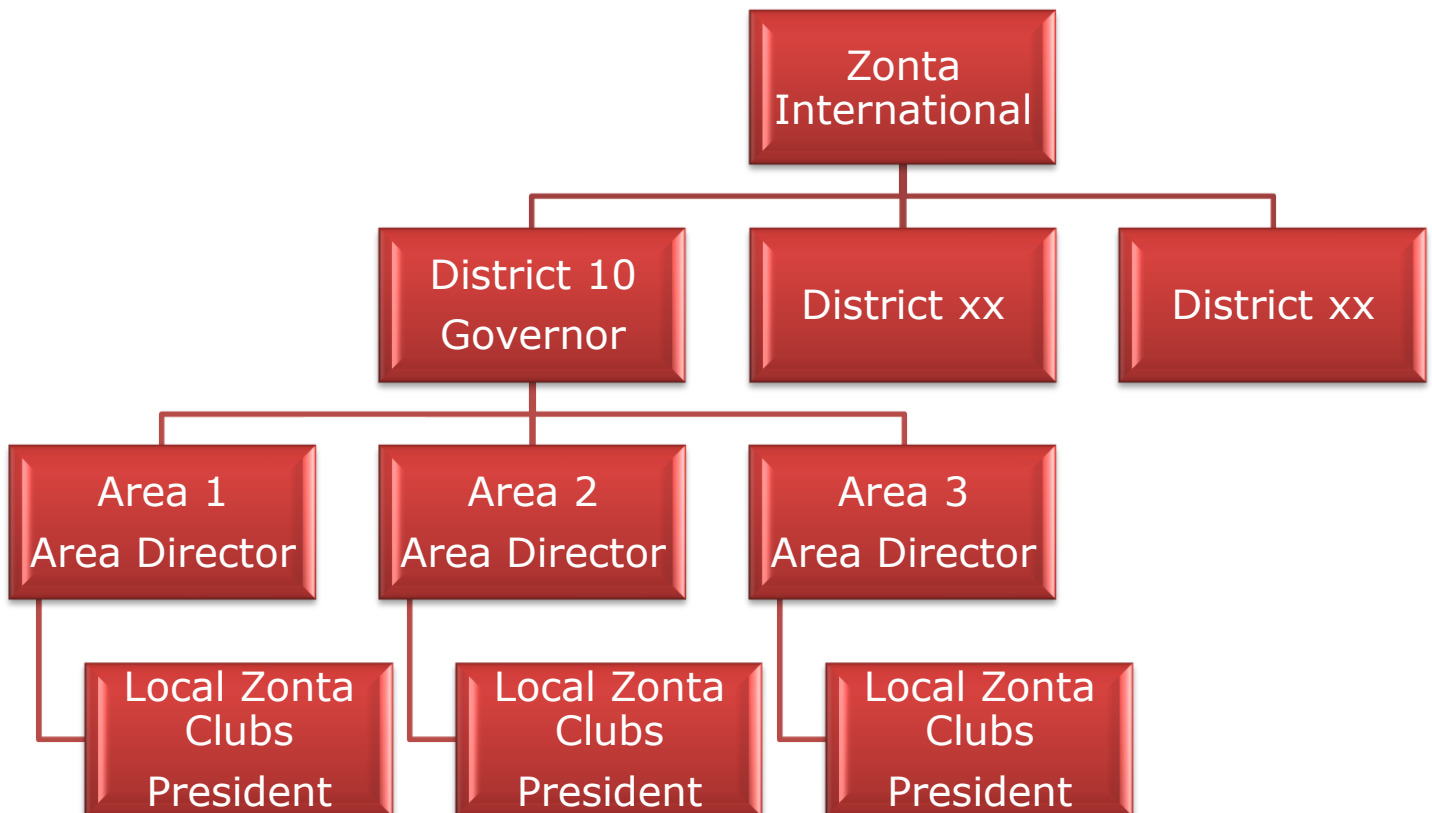
- ✓ Conduct the business of the district
- ✓ Elect the District Board (every two years)
- ✓ Promote Zonta International objects, programs and area workshops
- ✓ Enhance membership enhancement through training and planning

Decisions are made at the conference by delegates who are chosen by each club. The number of delegates allowed are based on the size of the club. A club may have:

- ✓ 1 delegate – for membership of 40
- ✓ 2 delegates – for membership exceeding 40
- ✓ 3 delegates – for membership exceeding 80

Area Workshops

Each spring, our Area Directors conduct one day workshops in their respective geographic areas. These workshops are hosted by a club in the respective areas. All members are encouraged to attend to promote the Objects and programs of Zonta International and to networking and fellowship with members of other clubs.



Mentoring a New Member

- *Zonta mentors take a personal interest in new members, acting as a guide offering perspective and insight about Zonta.*
 - *Mentoring helps the new member learn about the benefits of being a Zontian.*
 - *Mentors should strive to make the new member feel comfortable, welcome and valued!*
-

Club and Committee Information

- ✓ Inform mentee of any special club practices and traditions
- ✓ Assign mentee to a committee where you can continue your role of mentor
- ✓ Interpret what is being said at meetings (ie: committee reports)
- ✓ Be available to answer questions between meetings

Member Involvement

- ✓ Be mentee's 'buddy' when performing service and fundraising projects
- ✓ Make reminder phone calls to mentee about upcoming meetings, events and projects
- ✓ Offer to accompany the mentee to other Zonta club events, Conferences & workshops
- ✓ Provide mentee with the tools to help them talk about Zonta with other prospects – club recruitment card and elevator speech card

Ask and Answer Questions – What Do they need more information about?

- ✓ What they learned in orientation
- ✓ The Zontian magazine
- ✓ The club newsletter
- ✓ The club's involvement locally and internationally
- ✓ About upcoming club events
- ✓ How to contact a club member
- ✓ Where to go for information

Valuable Information Resources

- ✓ Offer assistance with Zonta International website login
- ✓ Provide examples of what can be found on international, district and club website

Mission-Focused

Zonta is the only international service organization with a mission to promote women's economic self-sufficiency, political equality, access to education, health and the elimination of violence against women through education, service and advocacy programs.

- ✓ *Is Zonta International's mission statement, the mission statement of your club?* "Well, of course it is!"
- ✓ *Are club service projects & programs aligned with the Zonta mission?* "Yes! well, I think so?!"
- ✓ *When selling items as a club fundraiser, is the Zonta mission communicated to the buyer?* "Hmmm.. maybe?"
- ✓ *If your club service projects aren't 'women focused', will new members stay with your club?* Probably not!

*What is likely to happen if your club projects and programs **are not mission focused**?*

- ✓ *Loss of new members*
- ✓ *Decline in attendance over time*
- ✓ *Loss of long term members*
- ✓ *Loss of club momentum*
- ✓ *Known in community as a social women's club*

*What is likely to happen if club projects & programs **are 'mission focused'**!*

- ✓ *Recognition in the community as a premier club*
- ✓ *Members will feel ownership in the Zonta International mission*
- ✓ *Increase in membership*
- ✓ *Attendance at meetings will stabilize and improve*
- ✓ *Participation in events and club activities will increase*
- ✓ *Committees will have focus and a vision*
- ✓ *Donors will know who/what will benefit from their contribution*

Effective Meetings

Effective and productive club meetings encourage member participation and attendance.

Planning Before the Meeting

- ✓ Involve club board
- ✓ Provide agenda to the members
- ✓ Confirm speakers or committee reports
- ✓ Build in fellowship and social time
- ✓ Bring to meeting:
 - Extra copies of newsletters, call to conference & workshops
 - Information from Zonta International
 - Zonta bylaws, club manual and Robert's Rules of Order
 - Any correspondence

Meeting Process

- ✓ Start the meeting on time
- ✓ Ensure there is a quorum before voting on issues
 - 25% of members for business meetings and a majority of the board for board meetings.
- ✓ Follow the agenda
- ✓ Follow Robert's Rules of Order
- ✓ Keep the meeting moving
 - Committees should be prepared to present at business meetings.
 - Keep the discussion on track.
 - Program speakers need to know the time limits before coming to the meeting.
- ✓ Encourage participation
- ✓ Closing

Follow-up

- ✓ Follow-up after the meeting with action items that arise at the meeting
- ✓ Put follow-up action items on the agenda for the next meeting

Make sure your club's programs and service projects are aligned with the Zonta mission today!

- ✓ Ensure all members understand the Zonta mission by including it in all club literature, discussing it at the club and board level and developing club strategies based on it.
- ✓ Take a hard look at service projects and ask, "Are these aligned with the Zonta mission?"
- ✓ If not aligned what changes can be made so that they are?
- ✓ Be prepared to go against the grain, "But, we've been doing that project for years!"
- ✓ "Walk the talk" – lead the way; everyone needs to be on the same page.
- ✓ Prepare a 'mission-focused self-test'; before any project or program can become an activity of the club, it must first meet the written guidelines of the mission focused self-test.

Membership Revitalization

“Rely on your own strength of body and soul. Take for your star: self-reliance, faith, honesty and industry. Don’t take too much advice – keep at the helm and steer your own ship, and remember that the great art of commanding is to take a fair share of the work. Fire above the mark you intend to hit. Energy, invincible determination with the right motive, are the levers that move the world.”

Noah Porter

Use the revitalization tools provided in this section to keep members energized and focused on Zonta, the goals and projects of the club.

- ✓ Utilize the club self-exam checklist “Tools for Club Revitalization” to assist the club when addressing club stagnation or as a review process in preparation for strategic planning
- ✓ Communicate club events, activities and program information in a professional manner using various delivery methods
 - Club newsletter
 - Email
 - Club Website
 - Club communication and invitations
- ✓ Encourage group participation in club service and fundraising activities
- ✓ Establish fun activities/practices during general meetings
- ✓ Provide fellowship opportunities
- ✓ Recognize members for accomplishments related and non-related to Zonta at club meetings and in club communications

Tools for Club Revitalization

If your club is experiencing a reduction in membership and/or a loss in momentum, it may be time for a 'club self-examination.' Utilize this checklist to develop strategies for club renewal and member recruitment and retention.

Membership

- The club has a defined/written process for membership and uses it
- Membership is mentioned in every newsletter and is a topic at each club and board meeting
- The club has a prospect and friends database
- Attendance records are maintained for members and follow-up is done for members who miss meetings
- Records are kept for membership events – number attended, invited, joined, program, food, invitations, timing, etc.
- The membership age and classification profile is diverse
- The new member orientation is robust
- Member attendance in workshops, conferences and conventions is encouraged and may be partially funded by the club
- All members participate in recruitment efforts
- The club supports member networking
- Records are maintained to indicate the reason for lost members
- Records are maintained to show what percent of members joining in the last 5 years are still actively participating
- Members have been surveyed annually to find out likes and dislikes about the club
- All members actively participate in service and fundraising projects
- Member recruitment events are held at least annually
- Member recruitment events are evaluated to determine how successful they were
- Tools for membership recruitment and retention found on ZI and District website and the District Recruitment, Retention and Revitalization Manual have been investigated and utilized
- Contact has been made with Area Director to request assistance/advice when needed
- Members are encouraged to bring prospective members to all meetings.
- All new members are assigned a mentor member

Club Meetings

- Business meetings and board meetings are held separately
- The club is active year-round – at least one monthly meeting or activity
- Meetings include an agenda and minutes are taken and maintained
- Action items are established and progress reports are given at each meeting
- Committee reports (financial, service, fundraising, minutes review, etc.) are given at business meetings
- Meeting minutes indicate that meetings are productive
- Meeting agenda items are followed, time is managed and controlled so the meeting doesn't wander
- Meeting place and time has been evaluated to ensure that it continues to meet the needs of members

Programs

- A committee determines program topics and select presenters
- Speaker presentations are aligned with the Zonta mission
- Speakers have something interesting to say on topics related to the status of women in your local area
- A member/committee follows up with presenters (thank you, invite back, provide Zonta literature)
- The program calendar allows for at least one strategic planning meeting per year
- Meeting programs are worthy, timely and Zonta mission focused

Service Projects

- All service projects are 100% aligned with the Zonta mission
- Branding is visible in club service projects
- The club has both local and international service projects
- Service projects that better fit the club have been investigated to keep interest of members and address variety of issues related to the Zonta International mission
- Participation requirements are not causing member 'burnout' thus, negating the full success of the project.
- Historical information is maintained on the club's service 'footprint' (dollars and hours)

Fundraising

- Projects produce maximum return
- Projects are not too labor intensive for membership numbers
- Projects help brand the club in the community
- Projects clearly tell the buyer what the funds will be used for
- Fundraising dollars are earmarked to meet the needs of women either locally or internationally
- Alternate fundraising projects have been investigated to keep the interest of members and the community
- The club contributes 1/3 of funds raised to the ZI Foundation service projects

Other

- Prospective member packets are readily available to hand out to presenters and guests. New member packets include at a minimum: club brochure highlighting programs, club calendar, meeting information, contact information, new member application, and information about ZI
- Members are encouraged to enhance their membership through attendance at spring workshops, District conference, ZI conventions and North American Inter-District Membership meetings
- A club newsletter highlights club events, local, district and international activities; a message from the club president; and other pertinent information for members.
- Club assistance resources available on both the International and District website have been examined
- Consideration has been given by the club to create an eye catching poster board displaying club and international projects for the purpose of circulating the display to area businesses to promote name recognition, member recruitment opportunities and provide community awareness of women's issues
- Club has a website that contains the following:
 - ✓ Club meeting time and place.
 - ✓ Service and fundraising projects and events.
 - ✓ Club officers and directors.
 - ✓ Calendar of events, the club mission statement and contact email address.
- Invitations to club events are extended to district board members – specifically Area Director, Lt. Governor and Governor.

Club Fellowship

"People rarely succeed unless they have fun in what they are doing."

Dale Carnegie

Shared friendships and fellowships, professional interests, and business relationships, enhance a member's total Zonta experience.

Encourage Fun Activities/Practices at Meetings

(all fines and collected monies could be used to fund club social events attended by members)

- ✓ Fine members when they forget to wear their Zonta pin or nametag
- ✓ Establish a 'good news cup' - \$1.00 placed in the cup by members when sharing personal news about themselves (i.e.: promotion, birth of grandchild, travel news, etc.)
- ✓ Encourage members to bring a book, a CD or DVD to swap or exchange – topic of which could be mission focused
- ✓ Donation or 50/50 drawing
- ✓ Have members place their loose change in a collection jar at general meetings
- ✓ Birthday and anniversary jar
- ✓ Seating games
- ✓ Have fun and learn about Zonta at the same time

Encourage Social Gatherings

- ✓ Holiday get together at member house
- ✓ Attend sport activities, movie, play or similar event together
- ✓ Go to another Club's event together
- ✓ Have a summer picnic
- ✓ Have a planning retreat

Encourage Members to Work Together on Club Projects

- ✓ Provide cheese, crackers, pizza, etc. when club members are working together on a project
- ✓ Participate in service and fundraising projects as a group or in pairs

Zonta Professionalism

Professionalism. It's not the job you do, it's how you do the job.

Zonta professionalism should be reflective in all club literature – whether it be your club brochure, website or an invitation you are mailing to others about Zonta.

This letter is an excellent example of a professional invitation to an information event and may be modified for your club's use. Your club's logo should be used as letterhead – downloadable from the Zonta International website at: www.zonta.org

Date
Name
Address

Dear
The Zonta Club of _____ is planning an information session for prospective members. Your name has been submitted as someone who may be interested in our programs and goals. You are cordially invited to be our guest on _____ at _____

Zonta International is a unique organization in that it is the only international service organization focused on advancing the political, economic, social and educational status of women worldwide. Through service and advocacy we have a proven track record of improving the lives of women on both local and global levels.

Zonta strives for a diversity of occupations when inviting executives and professionals to become members. Membership in Zonta provides opportunities to develop mutual and beneficial relationships with other business professionals while being involved in service and advocacy activities which advance the status of women.

We recognize that you have a busy schedule. However, we look forward to meeting you on _____ . Please RSVP by _____ to Membership Committee Chair at _____ .

Yours truly,

Name
President
Zonta Club of _____

Encl. (include a local and an International brochure)

Resources

This document has been created as a 'one-stop' resource for all your club needs related to Recruitment, Retention and Revitalization. Consider printing and placing in a notebook for quick reference. It is the intent of the OMC committee to review and update this manual each biennium.

Other Zonta resources

- ✓ Zonta International website: www.zonta.org
- ✓ Zonta District 10 website: www.zonta10.org
- ✓ District 10 President's Handbook
- ✓ District and International "Membership Matters"
- ✓ District 10 Newsletter and Club Newsletters.
- ✓ The Zontian magazine and e-newsletter
- ✓ Zonta International Governing documents
- ✓ Zonta International Club Manual
- ✓ District 10 Strategic Plan
- ✓ District 10 Standing Rules of Procedure
- ✓ District 10 Foundation Bylaws
- ✓ Zonta International Membership Manual: Marian de Forest Membership and Classification, Organization and Extension Manual
- ✓ Club Manual from Zonta International
- ✓ Protocol Manual from Zonta International
- ✓ District Manual from Zonta International