



## District 3 Membership Plan 2016-2018

**Objective:** To increase membership by recruiting new members while retaining members who are committed to achieving Zonta's mission.

### **Goals:**

- **Recruitment and Retention**

- Net gain of at least 25 new members between June 2016 and May 2018
- No club disbandment during the biennium
- Club Membership Chair (preferably not the Club President) identified for each Club and includes a Recruitment and Retention Plan in the Club Membership Plan
- Encourage at least one Golden Z and/or Z-Club during the biennium
- Clubs utilize the membership strategies and materials to attract professionals
- Evaluate and Distribute District Grant award monies for requested recruitment and/or retention

- **Add New Club**

- Net gain of at least one new club between June 2016 and May 2018

### **Strategies:**

- Help Clubs Develop a Membership Plan of both Recruitment and Retention
- Award District Grant monies to aid membership plans
- Help Areas to Form New Clubs

### **1. Recruitment**

- Offer help to identify and recruit potential members utilizing the Zonta International Marian de Forest Membership Manual for club balance, the Membership Recruitment, Retention, and Renewal Handbook, and other District and ZI materials. Use these documents to help identify current/past professional/decision making prospective members committed to Zonta's mission with skills and talents that would contribute to the club.
- Offer assistance to those clubs awarded the District Grant monies.

- Help clubs to recruit members and/or become partners with club service and advocacy projects. Become partners and/or recruit members from other non-profits, or similar organizations in the club area. Look for members from specific Zonta Awards (past and present) as applicable. (New members from minimum age to 30 have special ZI rate.)
- Consider the use of electronic means for the processing of new members if needed for expediency.
- Host Prospective Membership Socials, ie, a tea, a ZING (Zonta Informational Network Gathering) inviting prospective members that will uphold the ideals of Zonta. (Use District Grant monies if awarded for this.)
- Develop and implement a visibility program. The following can be developed over a timed period:
  - Become active on Social Media: Website, Facebook, Twitter, You Tube
  - Maintain an up-to-date website
  - Create quarterly Newsletters for wide distribution (like organizations in community, service projects, District and other Zonta clubs)
  - Develop/update marketing materials as needed- brochures, flyers, business cards, postcard, counter displays, pens, notepads, etc.
  - Publicize club events and accomplishments of members and clubs through press releases
- Hold interesting monthly programs that are applicable to Zonta's mission and publicize the special speaker

## **2. Retention**

- Maintain a Strong and Vibrant Club
  - Identify and acknowledge at least one club member yearly and publicize in local newspaper and in meeting program.
  - Involve all club members in service and advocacy projects
  - Keep the club board transparent – involve members in the decision making process rather than have the board make decisions for them
  - Encourage participation with other clubs, other club events, other like organizations in the area.
  - Encourage attendance at workshops, conferences, and if feasible, convention.
  - Have excellent program meetings which both attract and retain membership.
  - Club Membership chairs provide a written membership plan annually to Lt. Governor.
- Club Leaders participate in ZI webinars and events on membership.
  - At least annually survey members to determine satisfaction with club. Address areas of concern with club members.
  - At the end of a service or advocacy project or fundraiser, ask for members input on event (success story and lessons learned).

- Make club activities and meetings interesting and meaningful, encouraging increased participation of club members and members' ideas.
- Develop retention programs to include new and old members.
  - Offer assistance to those clubs awarded the District Grant monies.
  - Establish programs so that all members are engaged and participating in committees and club activities.
  - Retain committed skilled members. 'Tap' into their unique talents and let them express it for an activity, fundraiser, leadership training.
  - Host a New Member Review. Give new members the opportunity to expand on their first year experiences and invite both new and old members.
- Design and implement a New Membership Orientation Package.
  - Invite new members to attend an orientation program designed to inform them of the responsibilities, duties, procedures that are expected of all active members.
  - Engage new members in club activities and responsibilities immediately.
  - Encourage new members to become board directors.
- Develop a Mentoring Program.
  - Help new members gain a feeling of belonging and fellowship, awareness of club activities, an attitude of service to the community and a desire to advance the status of women.
  - Assign a mentor to a new member.
  - See resources online at [www.zontadistrictthree.org](http://www.zontadistrictthree.org) under Resources.

### **3. New Club Formation**

- Seek the Governor's authorization, and then submit to the Governor the completed form from the SOM committee. The form contains the requested new club name.
- The Governor requests approval of the name from the ZI rep and sends the form to ZI Headquarters.
- District Membership Chair and Area Director and/or Club President will form the (SOM) Sponsoring, Organizing, and Mentoring Committee with 2-6 members.
- Locate prospective members from:
  - Businesses and industries in the target area
  - Local Chamber of Commerce or similar organization
  - Civic and professional organizations
  - Co-Workers, Friends, Family
- Contact prospective members for new club and arrange information meetings.
- Recruit minimum required for new club organization.
- Coordinate formal organization meeting and charter presentation.
- Mentor the new club for 2 years.