



**ZONTA**  
INTERNATIONAL  
**DISTRICT 3**  
EMPOWERING WOMEN  
THROUGH SERVICE & ADVOCACY

## **District 3 Membership Plan 2018-2020**

### **Objective**

District 3 attracts and retains an ever-growing, engaged more diverse membership who are committed to the mission and values of Zonta International.

### **Membership Goals**

1. District 3 will have a **5% increase in membership** from May 31 2018 to May 31 2020.
2. District 3 will have at least **2 new clubs per biennium**.
3. District 3 will have at least **2 more Z clubs and at least 1 more Golden Z club** from May 31 2018 to May 31 2020.
4. District 3 and Club leaders use the **Leadership Training program to effectively manage Zonta business**.

### **Membership Recruitment Strategies**

- District 3 and clubs promote and support Zonta International mission, service and advocacy initiatives and educational programs. District 3 also promotes and supports each club's initiatives and programs.
- District 3 and each Club Membership Chair/Committee work together to develop a Recruitment Plan. Suggested strategies are:
  1. Establish a recruitment team
  2. Create/acquire recruitment tools (encourage clubs to use ZI membership tools)
  3. Plan and hold events focusing on recruitment e.g. ZING, fundraisers, educational events
  4. Invite speakers to membership meetings
  5. Attend/co-sponsor community events
  6. Identify and contact prospective members e.g.
    - suggestions offered in ZI membership tools
    - previous scholarship awardees
    - from like-minded organizations, networks, educational programs
  7. Monitor, evaluate, and report

- Encourage clubs to develop and implement a visibility program. Suggested strategies are:
  1. Become active on social media: website, Facebook, Twitter, YouTube
  2. Maintain an up-to-date website
  3. Create quarterly newsletters for wide distribution
  4. Develop/update marketing materials as needed- brochures, fliers, business cards, postcards, counter displays, pens, notepads, etc.
  5. Publicize club events and accomplishments of members and clubs in the press
  
- District 3 encourages club leaders to inform graduating Golden Z club students about Zonta clubs in the students' new locations. And encourages graduating Z club students to consider forming a Golden Z club
  
- Encourage each club to assess its local area for the possibility of developing a Z and/or Golden Z Club.
  
- District 3 disseminates information widely and often about the District's Membership Grant and encourages each club to consider applying for the grant.

### **Membership Retention Strategies**

- District 3 and club membership committees work together to develop a Retention Plan. Suggested strategies are:
  1. Design an orientation program for new members & provide ongoing education/information about Zonta
  2. Develop new member information packet
  3. Develop a mentoring program
  4. Encourage participation of new members in club fundraisers, advocacy, and service projects and ZI campaigns
  5. Encourage participation in well-organized committees; and tap into the expertise of committee members
  6. Develop continuous club improvement tools e.g. club survey, exit interview, annual club plan.
  
- Lt. Governor, club membership committee and club leaders work together to implement these additional suggested retention strategies:
  1. Club boards are transparent; and involve members in the decision making process
  2. Club leadership takes advantage of ZI tools and manuals and disseminates information to all club members
  3. Clubs participate in and/or collaborate with other Zonta clubs and other like-minded organizations.
  4. Clubs encourage and support attendance of all members at workshops, conferences, and if feasible, the ZI convention.

5. Club leadership plans membership meetings which are interesting, informative, and fun.
6. Clubs develop and implement a visibility program (see Recruitment)
7. Clubs acknowledge at least one club member annually (or more often); publicize name in local newspaper, club newsletter, on social media and at meetings
8. Each club applies for the district's Membership Grant.
9. District offers assistance in grant application process.

### **New Club Formation**

- Seek the Governor's authorization, and then submit to the Governor the completed form from the Sponsoring, Organizing, and Mentoring Committee (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.
- The SOM is a group of members tasked with organizing a new club.
- The composition of the SOM committee follows that which is described in the Marian de Forest Membership Manual.
- 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 the new club and arrange information meetings.
- Recruit minimum required for the new club organization.
- Coordinate formal organization meeting and charter presentation.
- Mentor the new club for 2 years.