

Club Membership Plan Ideas

Find them: Attract Quality Members:

Identify prospective member target markets: (Circle any that apply)

Chamber of Commerce
Funding recipients
Retirement communities
Local College

Known leaders in community
Country clubs
Young professional communities
Business networks

Develop elevator speech; train members to recruit prospective members
Run a visible campaign to bring prospective members
Have a competition between member teams to bring in the most members
Invite the community to your fundraising events, then to a club meeting
Ask club members to wear their Zonta pin to work, event, etc.
Have club President send thank you notes to membership sponsors
Do membership minutes monthly or quarterly--education on recruiting
Promote club activities in local news; Work with PR chair to market your club
Ask retired club members to propose a new member in their former classification
Identify possible areas for recruitment using the Membership Manual

2. Bring them in: Implement effective Prospective Member Recruiting Visits

Thank guests/prospective members for coming at the end of the meeting
Allow prospective member to eat for free at their first meeting
Create club hosts: introduce prospective members intentionally for biz benefit
Give all prospective members a membership packet, application and expectations
Do projects with family to encourage young professionals

3. Execute Effective Membership Application and On-Boarding Process

Establish an on-going membership plan. Provide the written plan to all club members
Evaluate the membership plan no less than every two (2) years
Establish a club orientation program. (includes information on history, accomplishments and goals for the club, district and Zonta International)
Put application for membership on website; Have copies at meetings
Develop club fact sheet. Give to prospective members/put on website
Develop welcome committee for prospective members
Invite members' family to induction ceremony
Have a checklist for new members with activities they must do
Hold fireside chats with prospective new members before they join
Assign mentors. Provide worksheet w/discussion topics, activities, reading material
Bring in a class of new members at the same time (camaraderie of class)
Invite new members to bring their spouses to club events
Ask new members for their ideas, in put

Do a joint orientation with others clubs in area
Pay for new members to attend District Conference or Convention
Do a new member survey at 3 months (improvement ideas)
Do visible service projects

4. Keep Them Interested: Retain Quality Members

Expect new members to join a committee within first 4 weeks of induction
Extend personal invitation to new members for club/district events
Use exit interview template on all resigned members; repeat 1 year later
Call any member missing more than 3 meetings in a row
Visit other clubs together or individually
Put out calendar of events on tables weekly--what, who to contact, when, where
Recognize members: for attendance, for bringing in members, for any reason.....
Institute social hours (5th Monday, etc.)
Institute a table mix up three times a year--sit by birthday, alphabetically, etc.
Do a virtual meeting
Recognize club members birthday, anniversaries, club anniversaries, roles, etc.
Invite prominent community leaders to events or for programs
Annually assess the health of the membership satisfaction surveys, discuss the results and use membership's input for planning purposes
Hold regular fellowship activities
Notify members by phone, email, etc. of upcoming events and opportunities to participate
Keep members informed of District and International activities and projects
Use parliamentary procedure to ensure that meets are orderly and succinct
Foster an atmosphere that encourages all members to freely express their opinions and ideas.
Use committees to do the work, not general membership meetings