**District 3 Zonta International**

**RETAINING YOUNGER *(AND NO SO YOUNG)* MEMBERS**

*Clubs who communicate effectively, have members that work well together, contribute to their community and offer appealing service and fundraising events tend to retain more members. It is critical for them to also hold interesting meetings that involve all members.*

#### Organize interesting meetings; alternate meeting times

 Organizing at least two special meetings a year creates a unique experience for attracting new members and cements friendships among club members. Explore your community for activities that you can use to create a different kind of club experience.

 Members are in different stages of their life. For younger members, working, with children it might be difficult to attend meetings at night all the time. Therefore may have to rotate meeting day and time. One club has rolling schedule: One month the meeting is on Monday, next one is Tuesday, etc.

#### Look at your traditions

 Newer generations aren't impressed by pomp and circumstance. Some tradition is important, but too much time spent on these rituals may prevent a younger member from feeling at home in your club

#### **Communication**

**a.** Choosing the right communication channels for your club is equally important, whether it's Facebook, LinkedIn, or your website.

 The trickiest part is keeping it updated, but this is also critical. If your presence on these sites becomes stagnant, you'll lose the opportunity to hook a younger audience

**b.** PRESIDENTS – Send weekly reminders of upcoming meetings. Attach an agenda- describes program. It also shows that you are organized

**c**. Assemble a CALL SQUAD *-* a small group of people to call members encouraging them to attend meetings and events. This is a great method for enticing inactive members to become involved and regain enthusiasm. Again – phone calls are better than emails!

d. Important to meet needs of our seasoned members. They have the history and experience. Can’t drive anymore? Offer to pick them up. They are probably not on Facebook or have internet. Call them! Have a special meeting when they share their stories

e. Passive members - Ask them to take up a role in the club or to organize an event

**Examine your club dues**

 Consider offering reduced dues to younger members for their first year.

#### **Plan events that members can attend easily**

 In many urban areas, young people rely on public transportation to get around. Choose meeting locations with that in mind. And hold some events on the weekend so members with full-time jobs and young families can attend.

**Involve young (and new) members early to build club loyalty**

 Involve new members in club projects right from the start. Seek their input. Give them responsibilities so they feel a sense of accomplishment and worth.

And assign them mentors (e.g. previous board members) to ensure that they feel valued.

New moms – use ZOOM or Skype at meetings to involve them and keep them informed.

Members not attending – also use ZOOM or Skype

#### **Plan family-friendly projects and activities**

 Plan club meetings, service projects, and events that appeal to young families --one club threw a baby shower to celebrate three upcoming births. The shower was held in a space that offered plenty of room for the children of other club members to play together.

**Young members looking for job opportunities**

 Co-sponsor an event with library offering resume writing. Have a panel presentation on unique jobs for women

Encourage communication and networking

 Plan for a 20 minute “free time” before your meeting begins so that members can network with one another

**Show you care**

 If members have a problem or concern, address quickly.

 After 6 months of membership ask how they are doing; ask how we are doing as a club

**Get everyone talking**

 During meeting Encourage everyone to offer their suggestions or ideas

**Service and advocacy projects**

Make sure yours are relevant, hands-on, full-filling. If they can be done as a group and if possible community members so much the better

**Recognize/honor members** – their anniversary, birthday, accomplishment, length of service in the Zonta

**Global Membership Drive** [**https://membership.zonta.org/Tools/Global-Membership-Drive**](https://membership.zonta.org/Tools/Global-Membership-Drive)

**Retaining Members District 3 Lt. Governor P. Latona 2018-2020**