



ZONTA
INTERNATIONAL
DISTRICT 3
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

New Member Review

by: Donna Clark

District 3, Lt. Governor 2014-2016

Recruitment and retention are vitally important to growing our clubs. A New Member Review is intended for new members to review their first year of membership in Zonta. The review is extremely important for member retention.

Your club can also survey members to find out general profiles or specific program preferences. Ask new members what their expectations are – why did they join and where did they hear about Zonta. Evaluations of event participation – or non participation – will also help the club deliver programs that keep members involved and attract new members. The best way to understand the new member is to talk to and listen to them!

A New Member Review should be held at the conclusion of their first year as members. The meeting serves a dual purpose:

- New members have “new eyes” and may, therefore, express ways to better serve giving them a little ownership in the club.
- This is a good way to find out how well the newcomers are becoming acclimated to the club.

Some ideas for the review:

- A best practice would be to host a get together at a member’s home to make the new member as comfortable as possible.
- Invite the new member by mailing them an invitation. Include a survey for them to prepare before they attend. They may/may not decide to submit

the survey. It will only engage them in the discussion during the time together. www.zontadistrictthree.org/resources

- Also invite the new member's sponsor and Membership Committee to make the event not too overwhelming for the new member.
- It is not necessary to have a full meal. An afternoon tea, light fare meal or coffee/desert will suffice. You can even ask the sponsors and Membership Committee to prepare the food.
- Prepare a light agenda.
- Invite the President to welcome the new members and to say a few words congratulating them on completing their first year.
- Have the Membership Chairperson to preside.

Constructive criticism can be useful in a club survey. Their answers will give you insight into the new member's expectations and perhaps provide you with ways to improve.

Use the information that you collect from the night as a "report card". Organize the information into a plan of action to improve areas of concern that the new member mentioned. Don't forget to thank the new member for their forthright information and confirm with them that you will use their comments to improve.