



Club Vitality Indicators – Explanations (as of March, 2015) Membership Committee 2014-2016

Questions 1 - 5 regarding “Training”:

Knowing about Zonta, facilitates working for Zonta, and makes it more pleasant and successful. Unfortunately, there is not always a regular transition from outgoing to incoming Club President. Area Directors are in charge to provide or organize the training needed. They also advise Club Presidents regarding club organization and leadership. Training is so crucial (how can you otherwise know what you do not know in Zonta?), District and Area Leadership should be able to determine what kind of training a club needs in order to provide the necessary support.

Within the club, training is needed as well. The better the training of Club Board and Committees, the more these Zontians can achieve for the club. Disappointments and confusion can be avoided with trained officers and members as well. Succession regarding the next officers will be easier when the tasks ahead are well - known.

Questions 6 - 7 regarding “Finding Zontians for Elected and Appointed Club Offices”:

Every Zontian knows that active participation in tasks is expected from her/him either as an elected Club Officer or as an appointed member of a Club Committee or in another responsible function needed. However, sometimes it is hard to find Zontians willing to take up tasks. This is especially true for the position of Vice President because this Zontian is likely to become Club President.

There are several reasons why finding successors can be hard of which some are: not knowing what the task really means, how much time you would have to dedicate, if it were the right time in your life, if you could trust yourself being “good enough” and capable to do the task. Sometimes Zontians only need some encouragement. Long-term succession planning over the next 2 biennia would be helpful as well.

Question 8 regarding “Club Members for Offices at Area, District or international level”:

Members who make themselves available for an elected or appointed office at area, district or international level show their interest and enthusiasm regarding the Zonta organization. These members often pass on their motivation and knowledge to their fellow Zontians. When others observe their fellow Zontians serving ZI at the Area, District or international level, it encourages and motivates them to seek out additional offices/duties to further serve Zonta.

Providing officers to other Zonta levels indicates that a club has been gaining Zonta knowledge and this growth makes the club stronger.

Question 9 regarding “The Club’s Board Positions Filled”:

It is important that each position of the Club Board is filled and that most committees are in place to make sure that the club can function according to the mission of Zonta. Work should be shared and not always be the same members working while the rest of the members are not involved. This could lead to frustration for those who are committed and will most probably weaken the club. Not finding

anyone who wants to take up responsibilities can mean that this club could need some advice by the Area Director regarding strategies for planning for the future.

Questions 10 – 11 regarding “The Members’ Active Participation in Club Activities”:

Participation in club meetings and fundraising events reflects the interest and cooperation of its members. The club is so attractive that members like to spend time with the fellow Zontians and to achieve together for the mission of Zonta. The projects are involving the younger and also the seasoned members and are not always the same members or groups.

Questions 12 - 15 regarding “The Club’s Representation at Area Meetings, External Zonta Events, District Conferences and Conventions”:

External club relationships to other clubs are important to inspire Zontians, to share experiences, to learn what Zonta is about, and to find out that the same issues are also a concern in other clubs. Clubs that focus on themselves cannot easily attract new members. After a while, club life would no longer satisfy its members and also seasoned members would leave.

Participating in Zonta business at area meetings, conferences and conventions facilitates the management of a club due to the information and training club officers receive.

Question 16 regarding “The Club’s Number of Members”:

When a club’s membership totals drop below 20 members, it becomes of great concern as it is only a matter of time before the numbers continue decreasing due to various reasons (i.e. job relocation, death, etc.). Without robust recruitment initiatives, very fast a club can lose its vitality.

Numbers lower than 15 are a real concern indicating that workload is on only some shoulders and there is not enough “hands” to do the important work of Zonta. It is then a question of time that Zontians get burdened, frustrated and might leave.

Questions 17 – 19 regarding “The Club’s Membership Growth, Recruitment and Membership Loss”:

These questions allow the finding out of some more information of which training could be necessary.

Question 20 regarding “The Average Age of Club Members”:

Estimating the average age, though “politically incorrect”, gives hints as to regular recruitment efforts. Recruitment has to be regular, preventing an age gap to develop, which will make it more difficult to find officers for board and committee functions. Zontians ready to take office are mostly around 50-60 years of age. Should this age not be represented in the club’s membership this could mean an additional burden to the other age groups. In addition, diversity of a club also includes various ages, not only professions. The younger members inspire and assist the seasoned members and vice versa leading to a friendly and respectful atmosphere.

Question 21 regarding “The Average Length of Membership of a Member Who Left”:

This question helps in finding out more information about the attractiveness of a club, its welcome culture, and if members felt involved and needed. The “revolving door effect” of new members leaving within 2 years after inclusion is a real fact, as our exit surveys indicate.

Question 22 regarding “The Club’s Diversity of Professions”:

The professional network has become very important for new members to join. Providing a variety of different professions increases the attractiveness of a club for new and existing members. There should not be a larger group of one profession even when you could define subgroups (like with medical doctors) because the way they think and work is too similar and could dominate the other members.

Questions 23 - 24 regarding “How the Club Deals with Potential New Members”:

Potential new members have to get to know the club and vice versa. Special Meetings and Welcome Packages provide the necessary information about Zonta allowing a potential new member to make an informed decision. The time period of getting to know each other can differ according to culture and mentality. Sometimes it can be felt as too long or too short on both sides, however, a club needs to determine for itself what is the proper timeline for their needs and purpose.

Question 25 regarding “The Club’s Committee Positions Filled”:

The variety of committees represented in the club indicates that the club is aware about the importance of Zonta committees being reflected at club level. Also that sharing of the workload is necessary and that all members should find themselves involved in committee work. This motivates them to contribute to the club’s achievements, which in turn contributes to the overall success and effectiveness of Zonta International.

Question 26 regarding “The Club’s Participation in the ZIF Awards Program”:

Contributing to this international program and finding local candidates indicates that a club has been utilizing the Awards that Zonta provides to help clubs achieve Zonta’s mission. By doing so the club actively supports Zonta International as a worldwide service organization showing that it feels a responsible part of it.

Question 27 regarding “The Club’s Activities”:

This table contains activities that describe the club’s life reflecting its attractiveness.

Question 28 regarding “The Donations to the ZI Foundation Funds”:

A two-third or higher percentage of donations to the ZI Foundation indicates that a club has understood its role: club delegates vote at convention regarding the international service projects, meaning that the Foundation has financial obligations to meet and is dependent on clubs to donate to achieve these obligations.

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