

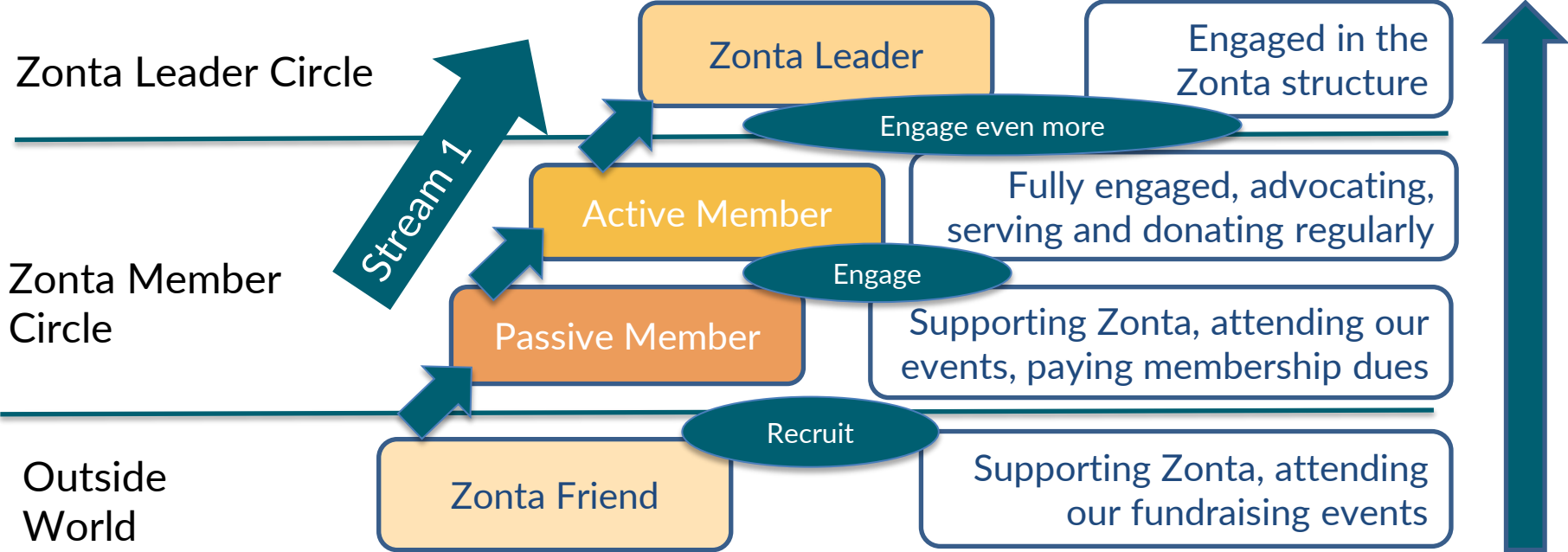


ADD YOUR VOICE TO
EMPOWER WOMEN 

GLOBAL MEMBERSHIP DRIVE

ENGAGEMENT AND RETENTION
STRATEGY FOR ZONTA CLUB BOARDS

STEP 1: GET TO KNOW THE ENGAGEMENT LADDER



THE TASK OF A CLUB BOARD IS TO CONSCIOUSLY GUIDE EVERY SINGLE MEMBER UP THE ENGAGEMENT LADDER

STEP 2: CHECK YOUR CLUB ENGAGEMENT LEVEL

Before looking at your individual members,
assure that your club is really engaged!



- ◆ Is each member fully aware of Zonta's mission?
- ◆ Is there an active club life around Zonta and its mission?
- ◆ Is there a good atmosphere in the club with friendship and respect for diversity?
- ◆ Is the club board aware of the task to actively manage the well-being of each member?
- ◆ Are all members actively engaged or are there some less motivated members?
- ◆ Did you ask why members are less motivated or disengaged and act on it?
- ◆ Does the club organize fundraising activities with active participation of all members?
- ◆ Are your committees active and delivering good work?
- ◆ Does the club participate in advocacy campaigns such as Zonta Says NO to Violence Against Women?
- ◆ Is your local service money effectively used to empower women?
- ◆ Does the club fulfill its duty to send one-third (33 percent) of its service money to the Zonta International Foundation?
- ◆ Are your members regularly attending area, district or international Zonta meetings?

STEP 3: WORK ON EACH MEMBER'S ENGAGEMENT LEVEL

Pick up signals of the engagement level of each member in your club

- ◆ Identify signals that indicate the engagement level of each member
- ◆ Evaluate: Passive member, active member, Zonta leader?



Passive member?

- Complaining
- Sabbatical leave, absence
- Low willingness to donate, contribute or advocate for women's issues
- Low adherence to Zonta's mission

Active member?

- Actively contributing
- Donating money
- Spending time and effort
- Offering service
- Participating actively in events

Zonta leader?

- Big interest in Zonta
- Leadership capability
- Advocating actively
- Representing the club in outside events
- Highly engaged in Zonta
- Investing time

STEP 3: WORK ON EACH MEMBER'S ENGAGEMENT LEVEL

Activating the passive members

- ◆ Reach out to each member and have a regular personal chat on how they feel in the club and about Zonta
- ◆ Listen to complaints or shortcomings about the club organization, ask for suggestions and act
- ◆ Motivate each member personally to participate, donate and advocate
- ◆ Listen to diversity of opinions, discuss and align
- ◆ Give attention and make them feel useful. Use their talents, network, etc.
- ◆ Ask them to take up a role in the club or to organize an event
- ◆ Support and stay in touch with members that are ill or have temporary hardship

Encouraging the active members

- ◆ Reach out regularly to each individual and ask how they feel in Zonta
- ◆ Ask what can be improved in the club life
- ◆ Show public appreciation and ask for their further support
- ◆ Motivate to participate to attend area/district/ZI convention or other international Zonta events
- ◆ Give a more active role in the club
- ◆ Use their talents, network, etc.
- ◆ Ask to take up a role as Zonta leader
- ◆ Ask them to mentor new or passive members

Recognizing the Zonta leaders in your club

- ◆ Thank each leader regularly for their efforts
- ◆ Encourage them to continue their efforts and be even more ambitious
- ◆ Propose them as a candidate for a higher Zonta International leadership position
- ◆ Ask them to share positive experiences about Zonta and motivate the active members to also become a Zonta leader
- ◆ Ask them to mentor future leaders

STEP 4: UNDERSTAND THE MEMBERSHIP LIFE CYCLE



**MANAGE YOUR MEMBERS CONSCIOUSLY
THROUGH THEIR ENTIRE MEMBER LIFE CYCLE**

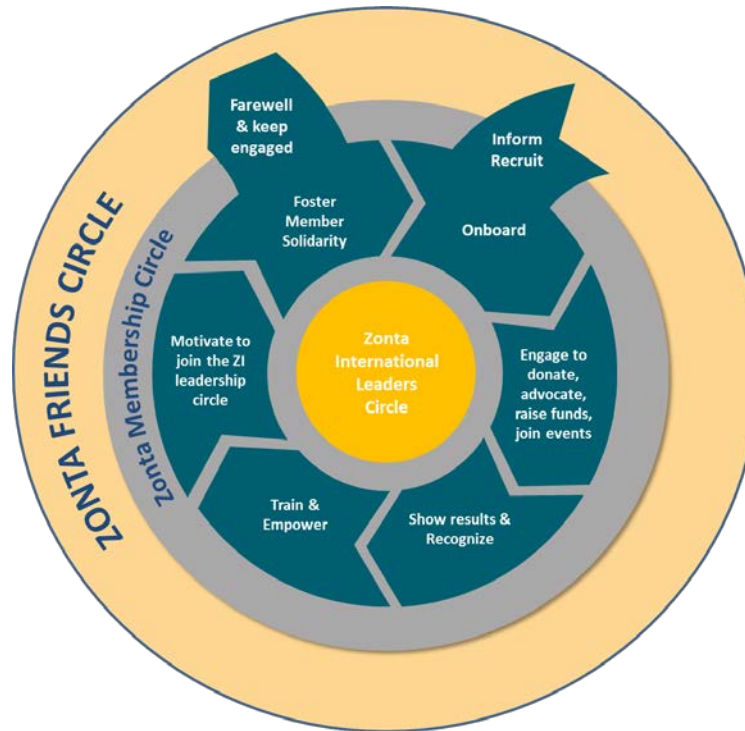
STEP 5: MANAGE THE LIFE CYCLE OF YOUR MEMBERS

Someone is leaving?

- Thank the Zontians who leave
- Assure they stay good Zonta supporters and continue to attend our events

Prepare our future leaders!

- Identify leader talents
- Motivate your Zontians to step up and take leadership positions



Recruit the right members!

- Inform correctly about Zonta
- Select engaged members that fit in the club, with a heart for Zonta's mission

A new member?

- Onboard, mentor, inform more about Zonta, involve, invite for cross-club Zonta events, encourage to donate

Long-time members: Create happy and empowered Zontians!

Show results of Zonta's work, make Zontians conscious of their personal empowerment. Thank and recognize, invite to join international Zonta events, create a happy club atmosphere.