

Best Practices to Boost Recruitment

- 1) **Conduct efficient meetings***
- 2) **Offer interesting meetings***
- 3) **Quality service and advocacy projects***
- 4) **Good community public relations**
 - a) Keep website and Facebook page current, and promote them
 - b) Create a meeting on www.meetup.com
 - c) Create hard copies of flyers, postcards, and/or bookmarks; invest in pull-up banners
- 5) **Make guests feel welcome and develop handy prospective member tools**
 - a) Use a registration table with an enthusiastic Zontian or two to greet members and guests
 - b) Have blank name tags and markers available for guests and members
 - c) Assign seasoned members to sit next to guests and ask all members to introduce themselves to guests during the “mingle” portion of the meeting
 - d) Prepare guests to introduce themselves during the beginning of the meeting (i.e. give their name, occupation or interest, and a brief comment about what interests them about Zonta)
 - e) Spend part of a meeting having members practice their elevator speech—short and long version
 - f) Mission-focused flyers or rack cards should be available
 - g) Use the ZI Prospective Member Form or develop your own, requesting preferred contact method of email, text or phone call
- 6) **Follow-up plan for prospects**
 - a) Assign the responsibility to a Membership Committee member *and* the sponsor
 - i) Invite to the next meeting and events
 - ii) Inquire as to what was most interesting from the last meeting
 - iii) Inquire if anything was off-putting, then communicate any concerns to the club board ASAP
- 7) **Prepare your club for recruitment or develop members who invite prospects and recruit qualified candidates, target diversity and needed skills**
 - a) Determine and communicate membership goals and targets
 - b) Incent / recognize / reward members that invite guests or gain new members
 - c) Tap personal networks: friends, family, colleagues, personal interest groups, former Zontians and/or Golden Z club members, and award/scholarship recipients
 - d) Work with: Chamber of Commerce; businesses known to support service organizations: Eileen Fisher, banks; and other service organizations: Junior League, Rotary, Lions, Kiwanis
- 8) **Schedule regular recruiting event(s) and/or make any event a recruitment opportunity**
 - a) Create an appealing event for your community, such as a tea, wine-tasting event or open house
 - b) Hold an event that benefits a nonprofit, such as Christmas in July—invite guests to bring a gift for the nonprofit, use Christmas décor and play holiday music
 - c) Include membership information in any event. Use pull-up banners stating our mission and vision, communicate that we are interested in individuals that support our mission, share your contact information and meeting details
- 9) **Promote the Young Professionals Classification**
 - a) Encourage graduating Golden Z club students to join

- b) Reach out to past scholarship and award recipients
- c) Communicate with young professionals' organizations in your community, often at the Chamber of Commerce

10) **Start a new club in a nearby community**

- a) Identify a community that may complement yours with shared public relations tools and/or service and advocacy efforts
- b) Work with district leaders to develop an action plan