

Strengthening Your e-Club: Retaining and Engaging Membership

Membership is the heart of our organization. Zonta members ensure mission fulfillment and vision achievement.

By sharing their skills, competencies and experience, every member provides valuable resources for the club and for the improvement of women's lives at the local, national and/or international level. Members are also crucial to what the public image of Zonta is within the community.

Zonta e-Clubs have rights, responsibilities and obligations as that of traditional Zonta clubs, but presumably use more technology when conducting meetings and club business. As such, focus is given to the distinct way e-Clubs interact with members.

The information in the section below offers guidance on how to maximize the membership experience in **Zonta e-Clubs**.

- Technology will be essential to meeting and conducting club business, so all members will need to be familiar with the tools the e-Club uses for meetings.
- It is best that new members receive training on the e-Club's technology format so they do not get discouraged.
- Well-conducted meetings entail a well-thought-out agenda that is disseminated to members in advance. The agenda serves as a guide for the online meeting and allows for a more efficient and productive discussion. Minutes of the meeting should also be disseminated soon after the online session.
- Ensure meetings are welcoming so new members feel connected and existing members feel recognized.
- Be aware of intercultural and language challenges.
- Connect members to our mission by making sure that international, district, area and club goals are properly communicated and disseminated to them. Members, in turn, contribute and participate in their club, area and district programs whenever they can.
- E-Club members may meet in person as a group or independently for advocacy, service projects and fundraisers dependent upon each member's proximity to one another.
- For e-Clubs whose members are geographically distant, club projects aligned to the goals of Zonta may be done by its individual members. On the other hand, e-Clubs that can gather its members may opt to undertake service projects as a club or in collaboration with other clubs.
- e-Club business projects/events may be conducted virtually by individual members or as a group dependent upon each member's proximity to one another.
- Members of an e-Club are encouraged to have at least one face-to-face meeting per year with members of other Zonta clubs, e.g. at the area level, at the district conference, inter-district seminars, or International Convention.
- Make Zonta's mission the focus of membership and facilitate Zonta's knowledge via newsletters at club, area, district or international level or other publications such as *The Zontian* and the Zonta International website.

For more retention and engagement guidelines, see pages 16 - 19 of the Marian de Forest Membership Manual, which can be found here:

<http://membership.zonta.org/Governance/Manuals>.