

# District 12 Board Meeting – Membership Report

Marcy O'Toole, District 12 Lt. Governor and Membership Chair

September 20, 2013

*Goal: Increase membership by retaining & recruiting members who believe in Zonta's mission*

Objectives & Indicators:

- Hold monthly/bimonthly conference calls with Vice Area Directors
  - Held meetings first Monday of every Month (Jan – Sept., 2013), focusing on what clubs need.
  - Area Meeting Presentations – “Is there a Hole in your Bucket?” – strategies for recruiting and retention.
- Send out a monthly summary of current & yearly goal membership numbers to each club
  - Completed – membership numbers sent out Jan, Feb, March, April, June, August (sent to internal committee), and September.
- Achieve a net increase in the number of members each biennium
- Add 1 **net** new member to each club in 2012-2013 & in 2013-2014
  - 2012 – 2013
    - District Goal = 574 Actual = 551 (not meet goal)
    - District 12 increased 17 members, with a target of 23 additional members
    - Greeley Club Chartered with 21 members (4 transfers from Ft. Collins Club).
    - See chart for club meeting goals -
  - 2013 - 2014
    - District Goal = 597
    - See chart for details by club

Upcoming Strategies / Actions:

- Membership Training
  - Topics – Recruiting and Retention
    - Mentor Program – completed 2 sessions – July , 2013
    - New Member Orientation- targeting January, 2014
    - Strike while Iron is Hot – membership f/u after major event.
    - Fueling the Fire - engaging new members immediately
  - New Member Orientation Training Plan - pending
    - Receive best practice material – proposed November, 2013
    - Review material w/ team – proposed December, 3013
    - Create Powerpoint presentation – Marcy – by January membership meeting
    - Training presentation review – January membership meeting
    - Training at 6:00 pm – January14 & 16, 2014
    - Drop box being created, plan to record training, Marcy look at external webex through company.
- Follow-up with Clubs Monthly- Membership Questions – Monthly survey – plan to revitalize Nov 2013 (some feedback that monthly is too much).
  - What did you/your club work on last month?
  - What will you/your club work on this month?
  - What is impeding your progress? (This could be progress in membership, club activities, fundraising, advocacy, education, service, committees, areas where you need assistance/direction, etc.)
  - New members during the last month
  - Members lost or who have indicated they will be resigning.

| Membership Goals - Status as of Sept. 4, 2013 |   |                                   |   |                                   |               |
|---|---|-----------------------------------|---|-----------------------------------|---------------|
| Clubs   | Paid Members<br>as of 6/1/2012<br><br>(used to create<br>goals) | Paid Members<br>as of<br>6/1/2013 | GOAL<br>net 1 per Year<br><br>by 6/1/2014 | Paid Members<br>as of<br>9/4/2013 | added         |
| <b>Area 1</b>                                 |   |                                   |   |                                   |               |
| Billings                                      | 44  | 42                                | 46  | 42                                |               |
| Black Hills                                   | 65  | 67                                | 67  | 73                                | 6             |
| Glendive                                      | 13  | 15                                | 15  | 14                                |               |
| Pierre-Ft. Pierre                             | 20  | 21                                | 22  | 24                                | 3             |
| So. Black Hills                               | 18  | 16                                | 20  | 16                                |               |
| Spearfish                                     | 42  | 43                                | 44  | 43                                |               |
| Sturgis                                       | 19  | 20                                | 21  | 20                                |               |
| <b>Area 2</b>                                 |   |                                   |   |                                   |               |
| Cheyenne                                      | 24  | 33                                | 26  | 35                                | 2             |
| Converse County                               | 17  | 19                                | 19  | 19                                |               |
| Fort Collins                                  | 13  | 13                                | 15  | 13                                |               |
| Greeley                                       | 0   | 21                                | 22  | 21                                |               |
| Laramie                                       | 50  | 51                                | 52  | 55                                | 4             |
| <b>Area 3</b>                                 |   |                                   |   |                                   |               |
| Boulder County                                | 18  | 17                                | 20  | 17                                |               |
| Denver  | 39  | 32                                | 41  | 33                                | 1             |
| Denver II                                     | 24  | 23                                | 26  | 24                                | 1             |
| Douglas County                                | 17  | 21                                | 19  | 21                                |               |
| Foothills-Boulder                             | 28  | 27                                | 30  | 27                                |               |
| Lakewood-Golden                               | 12  | 9                                 | 14  | 9                                 |               |
| <b>Area 4</b>                                 |   |                                   |   |                                   |               |
| Royal Gorge                                   | 22  | 15                                | 24  | 17                                | 2             |
| Pikes Peak                                    | 28  | 24                                | 30  | 24                                |               |
| Prowers County                                | 21  | 22                                | 23  | 22                                |               |
| <b>District Totals</b>                        | <b>534</b>  | <b>551</b>                        | <b>596</b>                                | <b>569</b>                        |               |
|   |   |                                   | 45  | 18.00                             | added         |
|   |   |                                   |   | 27.00                             | left for goal |

| Membership Results as of June 3, 2013 |                       |                       |                        |           |                 |
|---------------------------------------|-----------------------|-----------------------|------------------------|-----------|-----------------|
| Clubs                                 | Paid Members<br>as of | Paid Members<br>as of | GOAL<br>net 1 per Year |           |                 |
|                                       | 6/1/2012              | 6/1/2013              | by 6/1/2013            | N et      | Meet Goal?      |
| <b>Area 1</b>                         |                       |                       |                        |           |                 |
| Billings                              | 44                    | 42                    | 45                     | -2        | No              |
| Black Hills                           | 65                    | 67                    | 66                     | 2         | Yes             |
| Glendive                              | 13                    | 15                    | 14                     | 2         | Yes             |
| Pierre-Ft. Pierre                     | 20                    | 21                    | 21                     | 1         | Yes             |
| So. Black Hills                       | 18                    | 16                    | 19                     | -2        | No              |
| Spearfish                             | 42                    | 43                    | 43                     | 1         | Yes             |
| Sturgis                               | 19                    | 20                    | 20                     | 1         | Yes             |
| <b>Area 2</b>                         |                       |                       |                        |           |                 |
| Cheyenne                              | 24                    | 33                    | 25                     | 9         | Yes             |
| Converse County                       | 17                    | 19                    | 18                     | 2         | Yes             |
| Fort Collins                          | 13                    | 13                    | 14                     | 0         | No              |
| Greeley                               | 0                     | 21                    | 20                     | 21        | Yes - New Club! |
| Laramie                               | 50                    | 51                    | 51                     | 1         | Yes             |
| <b>Area 3</b>                         |                       |                       |                        |           |                 |
| Boulder County                        | 18                    | 17                    | 19                     | -1        | No              |
| Denver                                | 39                    | 32                    | 40                     | -7        | No              |
| Denver II                             | 24                    | 23                    | 25                     | -1        | No              |
| Douglas County                        | 17                    | 21                    | 18                     | 4         | Yes             |
| Foothills-Boulder                     | 28                    | 27                    | 29                     | -1        | No              |
| Lakewood-Golden                       | 12                    | 9                     | 13                     | -3        | No              |
| <b>Area 4</b>                         |                       |                       |                        |           | No              |
| Royal Gorge                           | 22                    | 15                    | 23                     | -7        | No              |
| Pikes Peak                            | 28                    | 24                    | 29                     | -4        | No              |
| Prowers County                        | 21                    | 22                    | 22                     | 1         | Yes             |
| <b>District Totals</b>                | <b>534</b>            | <b>551</b>            | <b>574</b>             | <b>17</b> | <b>No</b>       |