

## ZONTA DISTRICT 12 MEMBER SURVEY RESULTS 2012

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This survey was administered during each D12 Area Meeting during March and April 2012.

Surveys Returned Area 1 18 Area 2 22 Area 3 35 Area 4 22

### SATISFACTION

- What is one thing you love about Zonta? \_\_\_\_\_

#### Area 1

Mission of Zonta, people committed, the variety of women & networking, international advocacy, working side by side with women towards a common goal, social aspect & international projects, networking, camaraderie & friendships, the international connection, spending time with like-minded women, working with women on local & international issues regarding women & girls, the women, making a difference in lives of women, mission & cohesive vision, the members (sisterhood), the members, lasting & enduring commitment to bettering women's' lives at home & abroad, helping women in need, service, the women involved.

#### Area 2

Sisterhood, club members, the opportunity for involvement, opportunity to support women in need in my community, I love the friendships & fellowship, connection with like-minded women, service/fundraising work, unity & acceptance, fellowship with a purpose, all of the women & community service opportunities, the ability to make a real difference in the lives of women, my sister Zontians, my efforts affect women globally as well as in my community, fellowship, the mission, the "cause" to help women, mentoring & leadership, nice people, friendships, mission, women helping women, sisterhood.

#### Area 3

Can't limit to just one! the camaraderie—the feeling of complete acceptance when I walk into a mtg—the connection that all my sister Zontians are committed to the mission, International projects, like-minded women serving the community, friendship—giving back, travel, hands on service projects, fundraising & service projects, goals & ideals, the good work we provide globally, the mission, ability to make a difference through hands on service—fundraising for \$ for service in order to make a difference in the world, friendships developed that focus on the mission, our mission, the women in the club, being w/ women helping fundraise & serve, like minded companionship, service/fundraising, being part of global change, hands on projects helping women, working with like minded women, working with like minded women to help other women, the interesting women, that it is very effective, the work we do for the community (women), women coming together, advocacy & rights of women/accountability, the mission—international projects—friends, companionship in community service, the dynamics of working w/ great women, the mission statement—get things done!, service—education re. issues—friendships, opportunities to learn about women's issues, positive spirit, helping women & girls.

#### Area 4

Fellowship, interacting w/ like-minded women – exhilarating!, the goal of empowering women, the women in Zonta & the projects, the common & wonderful mission, learning & socializing, fellowship of women, combination of local & intl service, advocacy of women – our club's service projects, friends for life, interaction w/ other women & mission, women helping women both local & worldwide, friendships, the wonderful friendships w/ like-minded women, spending time w/ other sharp women from diverse backgrounds & cultures, the international aspect, working w/ like-minded women to make a difference for women, working w/ our members – international service, raising status of women & relationships, the Zontians I meet & lasting friendships, mission – promote women.

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- What is one thing you dislike about Zonta? \_\_\_\_\_

### Area 1

Not enough hands-on service in community, bureaucracy, not well known around the country, not enough time to do what needs to be done, as much as I love it – a commitment can sometimes be stressful & a burden, unproductive meetings, Area 1 is too big – add a new area, expense – dues are high – requires monetary contributions through the year, too much talking & planning – not enough action, we don't always work effectively—we make a plan but it's not practical to implement, so many members don't get involved & we really don't do much to try and get them involved – we tend to take an “oh well” approach, lack of dedication, continuous emails.

### Area 2

Negative talk, people quitting, lack of diversity, confusion about structure, disorganization–lack of planning especially at the club level, want it my way, cost of dues are high, members that don't participate, training is insufficient, lack of public awareness of Zonta, our club is too small – everyone is overworked, so much time spent organizing meetings, apathy of many members, knowledge–missing & not passed down.

### Area 3

Sometimes we forget we are not in high school anymore–bickering, petty fighting at club level, no follow through, the push towards advocacy, lack of visibility, communication, the members who don't participate, can be expensive to attend events, that few know what Zonta is, too many irons in the fire, cliques–groups who are not welcoming, pressure to be involved at all levels at all times, unknown at this time due to limited membership, meetings that are too long, same members always doing it all, lack of knowledge about Zonta in USA, when club politics creates divisions, clubs not well connected to international, no recognition, I'm fairly new–don't have a dislike, inaction, feeling guilty from not doing enough, personal conflicts, not well known, fundraising, slow to change, meeting procedures, lack of advocacy.

### Area 4

Need training for new members– we feel lost, not enough nurturing of new members– need more info –mentoring–exposure among members, too much time fundraising, fundraising supersedes service, high expectations & commitment for new members, lack of real PR & visibility globally, that the CEO is a man – is there not a woman who could easily fill that position?, fundraising, kind of old–fashioned thinking, too long meetings, the bureaucracy/structure that is time consuming, intra–club squabbles, sometimes the apathy about issues, some “busy” unnecessary work, sometimes time consuming, too informal & no follow through on commitments.

- What is one thing you would change in Zonta? \_\_\_\_\_

### Area 1

District 12 direction & assistance with website & leadership, some rules about membership, improvements to website, better PR, not much, make people take a turn chairing a committee – running a project – being in leadership, communication, large fee up front, often seems like there is not respect for time constraints of members who work locally but still have tremendous requirements from district, communication, shorten the data sent via email newsletter & give a link to more detail for me to choose from.

### Area 2

More members, general public awareness, a good brochure package to explain structure level by level, more visibility & change–what is Zonta to how do I become a member, better ways to interact with local clubs as I travel domestically & internationally, better local branding, cost of dues, better PR locally, more digital resources at the club level, ZI to

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invest in advertising, additional PR about Zonta (branding), more fun time, grow our club, more service & less fundraising on the local level – win the lottery!, make more visible.

### Area 3

Me–spend more time reading & looking at websites–advocacy issues–outside local club activities w/ other clubs, better follow through, more local hands on project opportunities, more interaction between clubs, making it mandatory to serve on fundraising, we need to become people who can work together & not fall into the trap of criticizing our members, more PR & visibility starting at international level, improve PR, recognition for its work, make it more known, increase service by providing more opportunities, more PR–getting message out, spend \$ in PR–advertising nationally, do more to keep valuable members as members, more national advertising by ZI, more recognition, finding other projects to support instead of the same ones year in & year out, smaller work groups, PR–websites, less expensive ZI conventions, become well known, more involvement by more members–too few take on the load of work, service & fundraising, better public image is needed, more projects done by the club in the community that meet needs rather than chiming in w/ Rotary etc., add webinars to ZI, district & area conferences/seminars, more advocacy.

### Area 4

Maybe have lunch mtg, I see nothing to change except being forward minded thinking, try to get everyone involved, the district level organization, focus on 4–6 projects & become excellent at these, It seems too limited – not at all available to a lot of women, increase of support of members through more networking & outsourcing, we have lost members due to the less than favorable amount of \$ spent on admin of ZI, dues are too high for new members, raise awareness, get a woman CEO of ZI–not men working at ZI, anniversary dues, more courage/less fussiness, need a branding project so that everyone in the world knows Zonta, inclusiveness, continue simplifying reporting, locally better programs & make Zonta time more rewarding.

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### LONG TERM-STRATEGIC PLANNING

- What should the top priorities for D12 be in the next 2-4 years? (Rank the following - 1 being the highest)

|  | Area 1 | Area 2 | Area 3 | Area 4 | Overall Ranking |
|--|--------|--------|--------|--------|-----------------|
| Increase membership  | 1      | 1      | 1      | 2      | 1               |
| Provide leadership training for club officers                                    | 4      | 3      | 5      | 3      | 3               |
| Promote Zonta International's service projects and scholarships more extensively | 3      | 4      | 6      | 1      | 2               |
| Partner with other like-minded organizations                                     | 6      | 7      | 7      | 5      | 5               |
| Increase knowledge & use of social media such as Facebook, LinkedIn, Skype etc.  | 5      | 6      | 3      | 6      | 4               |
| Increase knowledge of advocacy & increase advocacy initiatives                   | 2      | 5      | 4      | 4      | 3               |
| Improve websites & other external PR efforts                                     | 3      | 2      | 2      | 7      | 2               |

### Comments:

#### Area 1

I think if we increase our profile, our membership issues will disappear.

#### Area 2

Without members the rest does not matter-need to provide a reason-goal-activity-purpose for women to join.

#### Area 3

Need to increase our sense of sisterhood & fellowship, I think we could get more members if more "local" visibility, better PR will attract members, they are all top priorities, D11 developed a generic PSA-clubs bought it for \$50 and can get local radio stations to play it.

#### Area 4

Explain acronyms, all of these are important - with an improvement in the PR & marketing & visibility we'll gain more members, an organization that isn't growing is doomed - we must reach out to a wide variety of women, training (orientation) for new members to engage them in the ZI mission - perhaps a mandated webinar for all new members where they interact w/ new members from other clubs & district leaders, provide leadership training for all, more information & guidance on understanding the mission of advocacy.

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## LEGISLATIVE AWARENESS & ADVOCACY

- Do you see a connection between the UN goals/programs & LAA (Zonta Advocacy) yes\_\_\_ no\_\_\_ huh?\_\_\_

|      | Area 1 | Area 2 | Area 3 | Area 4 |
|------|--------|--------|--------|--------|
| Yes  | 15     | 16     | 30     | 15     |
| No   | 0      | 1      | 0      | 0      |
| Huh? | 2      | 5      | 2      | 2      |

- What will best assist your club to form a more active LAA Committee?\_\_\_\_\_

### Area 1

Advocacy updates – video conference with club chairs on what to watch for in our state/region, club awareness, clearer goals, continuous education, communications, make sure leadership appreciates that it is a mandatory committee that needs more than 2 members to be effective, online issues & promo of direct links to our legislators both state & federal, share information from International to club level, talk about it in more detail at district and area mtgs, educational strategies & local/area representatives, have a well defined explanation of committee requirements, more training for clubs – useful info on getting members excited & involved, guts, continued information sharing & education of members.

### Area 2

We need a basic understanding of issues & directions—such as how to get involved, district updates—legislation that we should be aware of, education & someone who is willing to take the lead, resources to draw on – central source of information that coincides with ZI's goals, commitment of time & energy no matter what – this is my job!, advocacy is not a real focus – need some leadership that then makes it easier for member involvement, more focused goals – there is so much, more easy to digest (i.e. shorter bits) of info with pictures, constant monitoring of actions needed –encourage Zontians not to back away from politics, see & promote the local impact as well as national/international, someone willing to serve on the committee, more members, continue strong district & ZI committees, form it, more members, people who are not fearful & who care.

### Area 3

Reinforce the no–partisan message, training for the chairs at district & area mtgs, a more active committee—more discussions at monthly mtgs or a section on our website w/ updates & summaries, more club members educated & engaged, I'm not in favor and don't intend to participate, more information—communication, I don't have an idea—our LAA committee seems to work well, but our membership seems to just be happy they are doing the committee work but don't want to participate themselves, assistance on issues/focus for advocacy project—hard to do 1 per club but I think more power behind a common advocacy project that multiple clubs can support, provide education to leaders & members, leadership & training, not sure, need to form an LAA committee, keep communication coming as our club grows—I hope we can get a member to chair actively, educate about “safe” way to avoid political concerns, additional members so an advocacy committee can be formed, more members, being more involved w/ the legal aspects for women—I personally would need more education on this, specific goals—already developing, we are still struggling—we need to meet with members from area, step by step specifics, specific info about what legislature to be for or against & why in the state, protocol for such a committee from International—monthly short newsletter from ZI, education—more awareness—maybe area project, ideas for

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approaches/projects/activities, League of Women Voters connection–outline bills at each meeting–one per meeting?, more information.

### Area 4

More information, sharing ideas that all clubs are doing, filter goals & info thru “Zonta mission”, education & simple bulleted quick facts, training – ability to see a top notch one in action, step by step instructions & specific tangible activities, more knowledge of how to proceed/what needs to be done – more help on understanding, more education for members, continued encouragement & training in effective advocacy methods i.e. how to talk to legislators, understanding the legislative process, etc., good appointment of chair & club board emphasis, consider that advocacy concerns vary w/ the size of the community & their areas of problems, leadership training – connecting local – district – international issues, becoming more educated, more use of research on ZI & other sources of info.

### LEADERSHIP TRAINING

- How would you like leadership training delivered? (Place an X in the appropriate column)

|              | Area 1 | Area 2 | Area 3 | Area 4 |
|--------------|--------|--------|--------|--------|
| Face-to-Face | 10     | 17     | 26     | 17     |
| Videos       | 3      | 7      | 14     | 7      |
| Webinars     | 10     | 10     | 16     | 5      |
| Email        | 6      | 4      | 6      | 3      |

### Other (Explain):

#### Area 1

Train the trainer format through all avenues, too hard to get people to attend face-to-face, handouts are great to have to go back to (electronic copies are great), have leadership training for one day once a quarter in a different area.

#### Area 2

PowerPoint, all different methods appeal to different people, I think it needs to be a variety of things as people learn differently.

#### Area 3

Any & all could be effective, variety of methods is best to meet the needs of members, all would benefit in the leadership training, one size fits all?–I think not, face-to-face–just the way I learn.

#### Area 4

The district could create a training team which travels throughout the district to do hands-on training on many different topics, all of the above, set programs to present to members, love videos however doing them well is hard.

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## DISTRICT RESOURCES

- What can the District do to help your club?

### Area 1

Speakers bureau–leadership training–club websites, getting the voice about Zonta all over so women feel they can be part of a great & well known organization, visits from district officers are important to new & old members, poster boards–more videos on the website–just easier access to info on projects & video presentations, enthusiasm – pay it forward, make sure president shares info with club members–increased member participation in Area & District, update our website, keep our focus on membership retention by improving communication, provide leadership training – officer training–utilize members’ talents–not always have them volunteer–pay for expertise, continue or update ZI projects & services–educational pieces, get us more involved in the international projects–more informational details on what impact we have and can have, really communicate local & international projects & develop ways to make local clubs accountable for communicating this, more interaction & training.

### Area 2

Come visit more often, we think we don’t need leadership training but we do! – please come visit us!, easier email communication (there are a ton of emails that are quite lengthy)–not quite sure the best way to communicate the important points without the length, but on top of work, Zonta, life, etc., needing to know exactly what is due or needs to be done at the beginning of the email (so we don’t miss deadlines) would be great, website that does not need HTML to make changes–the membership support was great this year with conference calls & info on website, help clubs to provide each other with the tools they know work well–sharing of proven methods, help increase visibility/membership, clubs are good at service projects & events but not as good with advocacy & understanding how their work fits in with the bigger picture–international also needs to understand & support the importance of local/regional work, more relationship training–how to deal with personalities, visitations are helpful, come to a meeting at the local level–share more club level best practices & resources, assist with web updates & membership retention, encourage use of speakers bureau, help us have membership drives, keep communicating, keep everyone on track, you already are trying hard to help, district support has been very good!, stress leadership capabilities to nominating committee to insure good candidates.

### Area 3

More education of the structure & activities of Zonta – help women constantly touch back to the mission, increase our membership & help us have projects that support women & girls only, we need to be more involved in interacting w/ district & using the tools you provide–quarterly social event possibly?, helping its members promote Zonta, PR tips & contacts, assist in educating clubs by having training opportunities, work to simplify message & work, send questions to prez & ask for response–email, promote additional training to its members through conferences, help us get funding from businesses, more help on membership & PR, create a D12 store on the D12 site to help spread awareness of what each club is offering–have a district calendar that includes every club’s service projects & fundraising events–advertise for Zonta in our district, I know it is hard–but to participate in club events, support each other in functions they put on, help line out leadership training strategy–work w/ PR & website technical assistance, how do I make area/district more important to our club, Advertising–PR activities, leadership training–advocacy training, provide a template for a club brochure, leadership training.

### Area 4

I feel our club is very active – maybe protocol & better control of mtgs – maybe too loose – need structure, continue to support area & district gatherings –that’s where we get the “bigger picture”, pass along info from ZI & publicize Zonta’s mission, continue to support info & strategy leadership (which provides us focus), training team, leadership training,

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help educate new members so they understand what Zonta Intl is doing for membership retention, more training, help starting a 501 c3 foundation – some kind of manual w/ sample documents (a website) – a step by step procedure – who to ask for help, visit the clubs to reinforce the connection between local efforts & the worldwide organization, “badger them” to participate in district & area activities – keep reminding leaders they are a Zonta club, training & district wide projects, need to take advantage of all that is offered, continue one-on-one communication, money for more Zonta members to come to district/area mtgs, just keep us informed & updated.

INTERNAL & EXTERNAL PR (Place an X in the appropriate column)

- Websites:  
How often do you use:

|                           | Daily | Once a Week | Once a Month | Once a Qtr | Never |
|---------------------------|-------|-------------|--------------|------------|-------|
| Zonta Intl                |       |             |              |            |       |
| Area 1                    | 0     | 2           | 6            | 8          | 2     |
| Area 2                    | 1     | 2           | 7            | 8          | 4     |
| Area 3                    | 0     | 6           | 11           | 13         | 2     |
| Area 4                    | 0     | 4           | 2            | 11         | 3     |
| District 12               |       |             |              |            |       |
| Area 1                    | 0     | 1           | 4            | 8          | 4     |
| Area 2                    | 0     | 2           | 9            | 7          | 4     |
| Area 3                    | 0     | 1           | 11           | 11         | 7     |
| Area 4                    | 0     | 3           | 3            | 9          | 5     |
| Your Club's               |       |             |              |            |       |
| Area 1                    | 0     | 3           | 2            | 4          | 8     |
| Area 2                    | 1     | 2           | 10           | 5          | 4     |
| Area 3                    | 0     | 15          | 16           | 3          | 0     |
| Area 4                    | 0     | 4           | 5            | 7          | 3     |
| Other D12 Clubs'          |       |             |              |            |       |
| Area 1                    | 0     | 1           | 1            | 0          | 13    |
| Area 2                    | 0     | 0           | 1            | 9          | 12    |
| Area 3                    | 0     | 0           | 3            | 6          | 22    |
| Area 4                    | 0     | 1           | 1            | 3          | 15    |
| Other District's Websites |       |             |              |            |       |
| Area 1                    | 0     | 1           | 0            | 1          | 13    |
| Area 2                    | 0     | 1           | 1            | 2          | 16    |
| Area 3                    | 0     | 0           | 1            | 3          | 27    |
| Area 4                    | 0     | 0           | 2            | 2          | 14    |



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### Social Media :

How often do you use:

|          | Daily | Once a Week | Once a Month | Once a Qtr | Never |
|----------|-------|-------------|--------------|------------|-------|
| LinkedIn |       |             |              |            |       |
| Area 1   | 0     | 3           | 2            | 3          | 7     |
| Area 2   | 0     | 1           | 4            | 5          | 12    |
| Area 3   | 1     | 4           | 8            | 3          | 17    |
| Area 4   | 0     | 3           | 2            | 4          | 10    |
| Skype    |       |             |              |            |       |
| Area 1   | 0     | 0           | 2            | 0          | 13    |
| Area 2   | 0     | 1           | 2            | 2          | 17    |
| Area 3   | 0     | 3           | 3            | 4          | 23    |
| Area 4   | 0     | 4           | 0            | 7          | 8     |
| YouTube  |       |             |              |            |       |
| Area 1   | 0     | 3           | 3            | 2          | 8     |
| Area 2   | 0     | 5           | 7            | 4          | 6     |
| Area 3   | 0     | 9           | 7            | 3          | 14    |
| Area 4   | 0     | 3           | 5            | 0          | 9     |
| Twitter  |       |             |              |            |       |
| Area 1   | 0     | 0           | 1            | 0          | 14    |
| Area 2   | 0     | 2           | 2            | 2          | 17    |
| Area 3   | 0     | 1           | 1            | 0          | 31    |
| Area 4   | 0     | 0           | 0            | 1          | 16    |
| Facebook |       |             |              |            |       |
| Area 1   | 0     | 9           | 2            | 1          | 6     |
| Area 2   | 1     | 10          | 5            | 0          | 6     |
| Area 3   | 4     | 13          | 7            | 1          | 8     |
| Area 4   | 0     | 10          | 2            | 1          | 7     |

### Outreach (D12's Newsletter):

|                        | Area 1 | Area 2 | Area 3 | Area 4 |
|------------------------|--------|--------|--------|--------|
| Do you read all of it? | 9      | 6      | 15     | 10     |
| Some of it?            | 9      | 14     | 15     | 10     |
| None of it?            | 0      | 0      | 1      | 1      |
| Is it too long?        | 3      | 6      | 4      | 3      |
| Too short?             | 0      | 0      | 0      | 0      |
| Just right?            | 2      | 7      | 13     | 4      |

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I'd rather get my District news through (what source?)\_\_\_\_\_

### Area 1

Email, email, email, email & Facebook, email –it's important that it comes electronically via the governor, down to the presidents, then to members.

### Area 2

Email–which we do thanks, smaller doses on reading, email is great, email is fine, emails (brief), newsletter, email–I like it, bullet point more then direct me to a place to find out more.

### Area 3

Email is fine if it's done well–how is it titled? Website–email, I enjoy the magazine–would like to look at the website more & less on emails, an avalanche of information is sent out – it is too much & I just delete it because I feel overwhelmed that I can't get to it, monthly link to website, I enjoy the newsletter any way I get it, like the newsletter, I like email, mail–hands on is better, email is good, online – like we get the newsletter for our club, email, in person mtgs.

### Area 4

Email, email, email & on web for later reference, newsletter is good, email, email, it's good, want both qtrly newsletter & website, email is fine, email, newsletter more personal, email newsletters, email, email newsletter with links to more detailed info.

Other Final Comments?\_\_\_\_\_

### Area 1

Excellent progress in bringing Zonta's International website up to date – it's awesome, I am so proud to be a Zonta member, great job on all your hard work, thanks for all you do!

### Area 2

The district support is great & helpful, keep up the emphasis on membership –thank you!, need Outreach to get to those who write the articles – deadlines!–and those not on social media.

### Area 3

I'm so grateful for the commitment of my sister Zontians & their willingness to work towards the mission, I have so much to learn–Area 3 mtg was great, I'm a relatively new member but was a long time Rotarian– and I appreciate the research you've done looking at other organizations, I could use social media more if I could figure out how to use it to give Zonta an edge i.e., I am willing to learn.

### Area 4

Like this mtg – good for “newbies”, I use my computer a lot at work so when I come home I cannot seem to keep up on personal email, more info on website will be awesome along w/ more videos on projects & training, glad you're doing this, I appreciate the leadership style in D12, district board is doing a great job.