

At the last District 12 Conference, attendees were asked for their thoughts and suggestions regarding retention. A summary of some of the suggestions made are provided below.

Take a look at the following and identify one or more ideas that YOUR Club could implement or take to heart!

- * Keep members informed of all aspects of Zonta.
- * Keep meetings within the timeframe and make it an exciting meeting
- * Recruit people who are interested in the mission.
- * Conduct interesting service projects.
- * Make certain that all members are involved vs. only a few and/or those who are new to the Club.
- * Get new members involved early; however, don't overburden them.
- * Keep your members in mind when selecting projects so that the Club doesn't commit to projects that don't fit into the time the members have available to give.
- * Work on creating a diverse group of women who are focused on common goals.
- * Identify projects that are in line with Zonta International's project, mission, etc.
- * Find the ideal time to meet for the most people in the Club.
- * Encourage people to attend all meetings. The more they are "in the loop", the more they'll stay engaged.
- * Make Zonta a desirable organization to belong to...it needs to be a priority.
- * Find ways to encourage people to take on leadership positions.
- * Find ways to keep long-standing members engaged...not just those who are new to the Club.
- * Create programs that are in line with Zonta International's mission.

- * Create a new member committee or identify a group whose mission would be to mentor new members.
- * Maintain respect for all ideas that are presented.
- * Make certain that activities make the best use of the members' time as all are busy people.
- * Find ways to spread the workload among the Club members.
- * Be sensitive to tendencies to delegate to Club members without asking them of their availability. Don't assume a member will take on a task without asking this person directly.
- * Create a Club that demonstrates "value" to current and prospective members.
- * Be careful about putting new members into leadership roles too early.
- * Spread the leadership opportunities (committee chairs, etc.).
- * Find ways to work through personal issues that may arise among members.
- * Watch for burnout among officers as a number may leave within a few years after serving in an officer position.
- * Be open about member expectations prior to individuals joining the Club.
- * Follow up with those individuals who miss meetings.
- * Find ways to value every person's contribution to the club.
- * Make all activities fun!

Give RETENTION the focus and attention it deserves!

Priscilla Romkema, Lt. Governor