Leadership Training & Development Class

Let's Talk About Membership

January 24 & 31, 2017

Focus: This will be an open discussion forum to discuss membership issues that clubs might be experiencing. Topics will cover:

* Recruiting and engaging new members
* Young Professional Membership Pilot Program
* Retaining club members
* Membership tools you can use

Discussion ideas and handouts:

1. Recruiting and engaging new members.

* Has club recruited new members this fiscal year?
* Are club's numbers up or down? Why has the change occurred.
* Did the club set **membership goals**? Did those goals include recruiting ***and*** retention?
  + What does your club usually do to recruit new members?
  + What does your club usually do to retain new members?
* **Handouts** for this topic from Voices for Gender Equality Toolkit (available on D12 website):
  + Postcard, flyer, business cards, This is Zonta wallet info
  + Document - "Matching Membership Benefits to Needs"
  + Document - "How to Make the Ask"
  + Document - "Turn any Zonta Event into a Membership Drive"
  + PowerPoint presentation - "Steps to Successful Recruiting" - attracting/selecting/inducting
  + New Member Certificate
* Mentoring program - matching veteran club member with new member (Zonta Buddies)
* New Member Orientation- meet up with membership committee
* New Zs Group - do a service project together

2. Young Professional Membership Pilot Program

* Discuss handouts:
  + Young Professional Membership - Frequently Asked Questions
  + Prospective Young Professional Membership Form
  + ZI Young Professional Membership Form (send with dues to ZI)
  + Young Professional Dues for District and International
  + NEW: Young Professional Membership Website Page on Zonta.org

3. Retaining Club Members - the value of Member Recognitions.

* Winter is a great time to host a fundraising event where all members help in some way by serving on committees. Follow with a recognition ceremony for all who contributed significantly.
* Spring is time to focus on retention. Have a membership celebration centering on Years of Service to Zonta. How long have your members been giving members of Zonta? Provide roses to honor those with 20+ years, certificates to the rest. Honor your Zontian of the Year with a special celebration focusing on her contributions. Recognize committee chairs and other leaders and/or Board Members. Recognize your club members who serve on the District Board or a Zonta International Committee.
* Summer is a great time to have a "Members Only" picnic where family members are invited. You can also honor your super recruiters (recruited 2 or more new members in past year) with a special pin from ZI.
* Fall is a great time to host a celebratory event for your scholarship and service project winners from the previous spring. Invite winners to give a brief presentation, keep the focus on the difference the club members make.
* Value of a good nominating committee - how the membership committee can support them

4. Membership tools you can use.

* The **Voices for Gender Equality toolkit** suggests many tools you can use for recruiting members however, there are other things to consider.
* **Club Vitality Indicators and Evaluation Form** - Is your club vital and energetic? Do interesting speakers visit your meetings to provide programs on topics of interest to Zontians? Does your club reach out to the community when doing service/advocacy projects? Find out your club strengths and weaknesses so you can build on the strengths and address the weaknesses.
* **Club Achievements Check List.**
* **District/Area Resources**. District Membership Committee includes the Vice Area Directors & Lt. Governor- not a tool, but a resource to tap into to ask for help. We do club visits to address club concerns