

Matching Membership Benefits to Needs - Meeting the “What’s In It for Me?”

ZONTIANS ARE ALWAYS ON THE LOOK OUT FOR GOOD MEMBERS

In a Zonta 2014 retention survey, more than 90 percent of the respondents indicated that they recommend Zonta to others. If this statistic is so high then why have we not built a more profound and expansive organization? We believe it is because we are not all naturally born to navigate a process of matching people’s needs to the solutions that Zonta can fulfil for that specific individual.

Almost every individual a Zonta member speaks with will agree that supporting women in the local community and in the world is a good thing, but after that we can lose people’s interest for many reasons.

HELPING OTHERS SEE ZONTA THE WAY YOU SEE ZONTA

Zontians are so passionate because they have been able to experience the friendships and collaborations of the club that are making an impact in the world, but you cannot possibly bottle that experience into one concise sentence.

Think of it as if you were talking to a friend who has never been to a city and you want to explain Chicago. You explain the strength of the tall buildings, the wonderful people in the parks, the buses that can take you swiftly back and forth. Then the friend walks away because that is not what they are interested in. You meet that friend a few months later and they are so excited and tell you all about going to their first city. They tell you they went to Dallas because they had the best steaks. You explain that Chicago has the best steaks and that they should have tried your city. Your friend just looks at you and says, “You didn’t tell me that. All I wanted was a good meal. If you had said that I would have gone to your city.”

It is the age-old sales issue—some people want to buy the sizzle; some people won’t buy until they see the steak. Bottom line is: Everyone is different in how they make purchases—and initially joining Zonta is a purchasing decision.

Some people want to be staunch gender equality advocates; others want to just have a circle of friends. In reality, Zonta can fulfill many needs.

IDENTIFYING INDIVIDUAL INTEREST AND NEEDS

Following is a list of potential interest and needs that a membership in Zonta can fulfill.

1. Belief in Zonta’s mission of empowering women through service and advocacy

2. Be a part of an international organization
3. Network with professionals in the community/fellowship with like-minded individuals
4. Connect and learn from professionals further ahead in their careers
5. Give back to others through service
6. Attraction/desire to be involved with a club's specific service project/fundraiser
7. Learn about how to be an advocate for women's rights and gender equality
8. Learn about things like UN Women, Sustainable Development Goals, Istanbul Convention, CEDAW, current gender equality data/reports
9. Advocate on specific topics like equal pay, child care, etc., at the state and federal levels
10. Fundraise for a cause that matches philanthropic views
11. Support scholarships to women and girls
12. Support for Zonta International's International Service and ZISVAW (Zonta International Strategies to end Violence Against Women) projects
13. Support the Zonta Says NO to Violence Against Women campaign
14. Learn new skills outside of regular job (accounting, writing, social media, event planning, marketing, etc.)
15. Practice soft skills (greeting, networking, relationships, public speaking)
16. Be a part of a solution
17. Be needed somewhere that counts and cares (people will miss you if not there)
18. Gain relationships outside of work and family
19. Get out of the house (leave kids with others)
20. Be a part of a forum where adding your voice matters

THE 'UNDERSTANDING' CONVERSATION

Recruitment is everyone's role in Zonta. As a recruiter it is your job to match the potential member's need to the solution that Zonta can deliver. Be prepared with possible questions you can ask to "understand" how you can best match the individual's desires and needs with your Zonta club experience.

Wording options:

"How far do you think women have come in progress since the time you went to school? Do you think it is good enough?"

"What do you want your legacy to be – what do you want to be remembered for outside of (job, kids, paying bills, etc.)?"

"How did you get to where you are in business?...Wouldn't it be great to help other women coming up behind you?"

"We are all so busy, but how much time do you take for yourself outside of work and family?"

"What skills are you looking for or do you need to help you grow in your job?"

"How many people do you have in your professional network that you can talk to outside of work?"

SELL THE 'SOLUTION' NOT THE 'JOIN'

We can get so caught up in making the sale of the "join" that we may not be taking enough time walking the prospective member up the path.

Think if I show you a picture of a house and say, "This is the house you need to buy, it costs XXX and you will love it, I promise." Who is going to buy the house off of a picture? No one. You must have the experience of walking up to the house, seeing if it is well cared for, walking through the door, envisioning your time and your family in the house, knowing how the house will fit your lifestyle, and know that after years of investment and care that you will look back with joy that it was a good decision.

Walk the prospective member up the path: Give them an experience, understand their needs and show them how Zonta can fulfil their needs and how in turn they can help women and girls in the world.

