

## Turn any Zonta Event into a Membership Drive

### PREPARATION

1. **Set a club goal:** Your club's membership committee sets a goal of how many new members they desire for each year of the biennium. This projection is voted on at the club strategy session or a club meeting. Get buy-in from the start.
2. **Include membership in ALL activities:** Emphasize that sponsoring new Zontians should always be a part of any project the club is doing, whether service, advocacy or community events.
3. **Do special events:** Participation to reach potential new members: Your club members may promote Zonta at local trade shows or appropriate business events in cooperation with their membership and public relations committees. Many events offer free tables/booths. A budget should be approved and split 50/50 between these two committees.

### REACH OUT

1. **Person-to-person:** Presenting Zonta to a potential member is best accomplished person-to-person. Have Zonta International and your Zonta club membership/marketing materials ready and out at every event (i.e. ZI brochures, "This is Zonta" fold outs, business cards, club calendar/contact information and a listing of your local service and advocacy projects).
2. **Look put together:** If participating in a marketing/membership event with a table or booth, have a professional display (i.e. tablecloth, banner, stand-up display sign, logo items, yellow roses, etc.). You can also have a video loop on a small screen showing pictures of your club's activities and fellowship. Consider borrowing a roll-up banner from your district if they have one, or purchasing one.
3. **Offer contact info:** Be sure all materials handed out have club contact information (*it is best to offer a phone number; you can write this in Sharpie on the day of, so you can switch off who will get the calls*) and always have a sign-up sheet for anyone who desires more information and would like a contact call from a member.
4. **Collect cards - offer incentive:** You may want to collect business cards for a drawing of a beautiful vase of yellow roses or a service from a Zonta member. These contacts may be potential members or just added to your network database to invite to fundraising events.

## FOLLOW-THROUGH

1. **Immediate follow-up by phone:** Your club's membership committee should have one to two key members who can call/contact all potential leads from the sign-up sheets within 48 hours of an event. Calling each lead generates enthusiasm and both are able to get to know each other. The Zontian can assess the interest level and timing of each individual by asking key questions. (See *Below*) Emails are great for delivering information and invitations but are not as effective in recruiting or screening potential members.
2. **Get them to come again:** Be sure to invite your prospect to your club's next meeting, advocacy or service project. When they attend, assign a member to act as their hostess.
3. **Keep in touch:** If they choose not to join soon, keep them in your contacts to invite to fundraisers or follow through with them at a later date.

