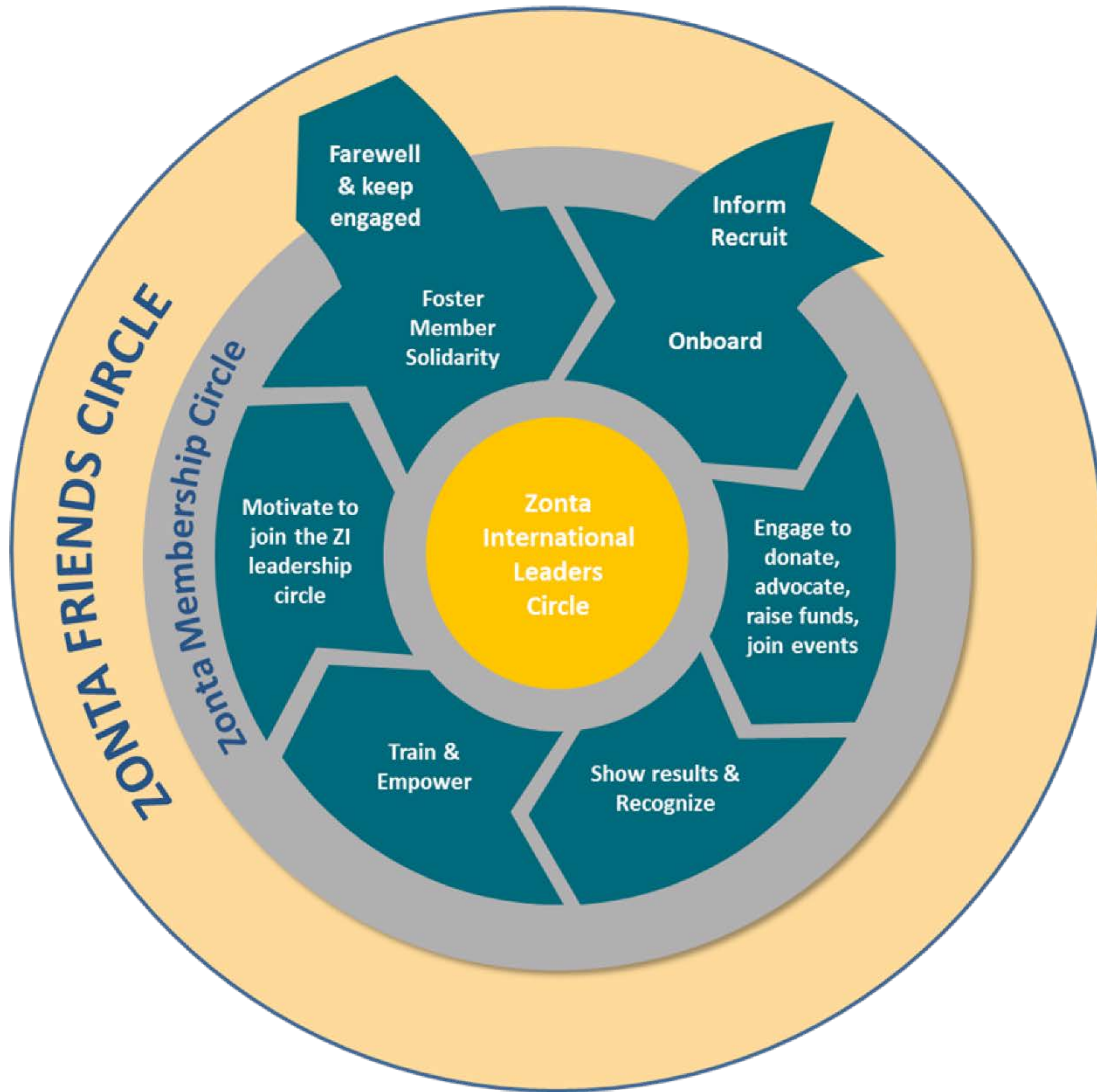


Engaging Members



Member engagement runs deeper than **member** satisfaction. You **would** use the word “satisfaction” to describe a **member's** attitude toward your organization. But **engagement** covers both attitudes and behaviors, and gives you a measure of your relationship with your **members**.

Engaging Existing Members

- ✓ Make them feel valued
- ✓ Find out why they joined
- ✓ Clarify expectations from members
- ✓ Make a personal connection
- ✓ Established Groups
- ✓ Know who isn't engaged
- ✓ Find out why a member leaves
- ✓ Ask former members to rejoin

Engaging New Members

- ✓ Onboarding
- ✓ Clarify expectations from members
- ✓ Build Social connections
- ✓ Personal Invitations
- ✓ Established Groups
- ✓ Connect fans amongst each other

A guideline to empower ourselves

As Zonta members, we are committed to empowering girls and women. Sometimes we forget that this empowerment starts “at home,” in our clubs. How do we empower our fellow club members? How do we support them in reaching their goals? How do we help them to grow, personally and also for the benefit of Zonta?

Make “empowering each other” a topic in your club.

Ask the members to come up with ideas. Discuss them. Prioritize them. Make a joint decision on which ones you will act on. Check after six months where you stand. Adjust, if needed. Check again after six months or maximum one year.

Possible agenda for a club discussion

Prepare the session:

Provide for a flip chart or boards and cards, paper and pens, and/or a laptop computer and PowerPoint slides, as well as sticky dots. Give every participant five dots.

Conduct the session:

- Present the topic. *(5 minutes)*
- Ask the members what their understanding of “empowering each other is.” If more than 15 people participate, work in groups → take notes on a flip chart or a PowerPoint slide. The second group only reports additions or changes to the points the first group has made. *(max. 15 minutes)*
- Allow for a brief discussion and, if necessary, modify some of the points that have been brought up. In the end, they should read as an action item. (e.g. “Ask a fellow club member to act as a coach for a personal project, such as finding a new job, getting a promotion...”). *(max. 10 minutes)*
- Ask what, of all the things you do within your club, already qualifies as “empowerment.” Highlight these items. *(5 minutes)*
- Ask participants to mark with their five dots which activities they would like to focus on. *(10 minutes or less, depending on the size of the group)*
- Discuss how many activities should be pursued. *(max. 3 minutes)*
- Decide on the items. *(5 minutes)*
- If this seems helpful, appoint “mentors” for some or each of the items. The mentor keeps track of the development, encourages, and reports back to the club board. *(5 minutes)*

Follow up:

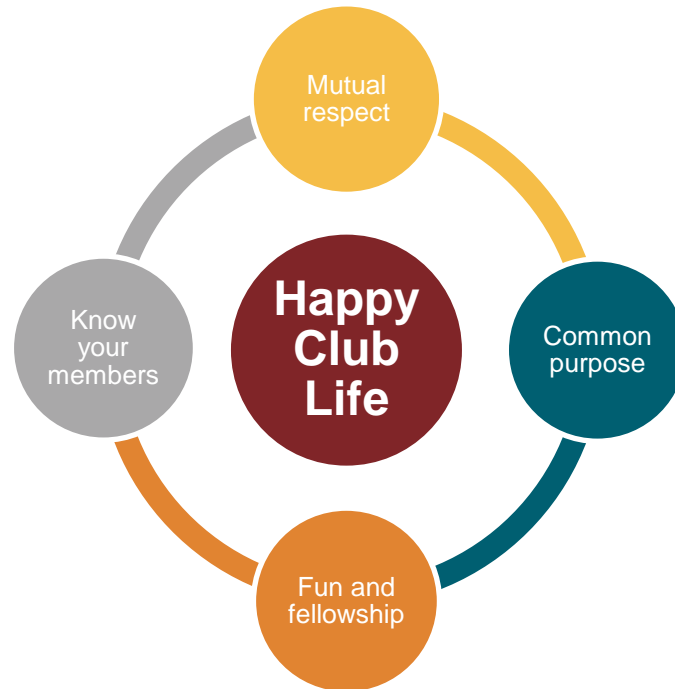
Let all club members know (minutes). At the next meeting, distribute a card or sheet of paper with a list of all activities that have been agreed upon.

Best Practices for Engagement and Retention

- 1) **Conduct efficient meetings**
 - a) Use a Consent Agenda to dispense of minutes and financials, all in one vote, removing any item that a member requests
 - b) Follow the agenda, deferring items to committee as needed
- 2) **Offer interesting meetings**
 - a) Include a team-building or advocacy exercise, speaker or service activity:
 - i) Members sharing their expertise as first in their field
 - ii) Nonprofit leaders explaining their mission and how members can support it
 - iii) Elected leaders detailing non-partisan issues and how members can be involved
 - iv) Leadership compass identifies leadership styles and reduces conflict
 - v) Write to legislators, create flash cards for a literacy class, share an online advocacy tool (two-minute-activist)
- 3) **Offer quality service and advocacy projects**
 - a) Anti-violence against women—support a local shelter, a program for prevention, a “living wage” program, or programs that help domestic violence survivors, teen moms, foster girls, human trafficking victims or women recovering from addiction
 - b) Support an education or jobs initiative—literacy, Dress for Success, tutoring or mentoring
 - c) Health care awareness: breast cancer awareness program, heart health, etc.
 - d) Generate community awareness with an event for any of these subjects
 - e) Write an advocacy or editorial piece for your local newspaper, politicians
- 4) **Develop a useful strategic plan**
 - a) Address committee direction, incorporating plans that engage membership and leadership
 - b) Include support for ZIF and involvement at the international, district and area levels
 - c) Member input should be solicited and utilized for plan development or change
- 5) **Participate at the international, district and area levels, including ZI fellowships, scholarships and awards**
 - a) Develop financial support for delegates and others to attend events (i.e. budget, fundraiser)
 - b) Encourage leadership at higher levels
 - c) Identify club member(s) with experience and/or interest in education to serve as the project leader(s)
- 6) **Execute inspiring fundraising events**
 - a) Create a fashion show with volunteers from nonprofits or elected leaders as models
 - b) Celebrate a “Woman of the Year” during a brunch, lunch, tea or dinner event
 - c) Develop a Rose Day fundraiser: Take advanced orders and deliver them on Rose Day
 - d) Work with a florist to develop a program selling roses, poinsettias, Christmas trees, etc.
 - e) Create a raffle and sell tickets at community events
 - f) Printed programs should include ZI’s mission and vision, as well as the club’s service and advocacy efforts
 - g) Use these programs as talking points in seeking sponsors and benefactors

- 7) **Engage members with well-organized committees**
 - a) Schedule “committee awareness” time following a membership recruitment or installation event
- 8) **Cultivate friendships and avoid cliques** to maintain a healthy and engaged membership
 - a) Arrange seating: hand out at door with signs on tables—alphabetically, by birthday, height, clothing color, etc.
 - b) Optional social or team-building events—painting parties, escape rooms, etc.
 - i) Encourage non-meeting social time: Count off at a meeting, all common numbers get together for lunch or a drink
- 9) **Integrate, involve, recognize and welcome current and new members; share tasks**
 - a) Track participation by committee, follow up on opportunities, congratulate high achievers
 - b) Ask or assign new members to committees that are a good fit, coordinate with mentors
 - c) Schedule optional social or team-building events—painting parties, escape rooms, etc.
 - d) Acknowledge shorter terms and increments than ZI: first anniversaries, five-year increments
- 10) **Offer good orientation and mentoring programs**
 - a) Develop mentoring plan per new member interests, create meeting reminders, carpool, greet and/or sit with them, introduce them to others, accompany them to committee meetings, provide one-on-one guidance
 - b) Arrange for the new member to perform a common club activity, “shadowing” or assisting, an experienced member as the greeter at a meeting, providing the inspiration at a meeting or selling raffle tickets at an event
- 11) **Use regular surveys to track the pulse of members**
 - a) Address topics of interest—meeting schedule, location, service or advocacy projects, fundraisers
 - b) www.surveymonkey.com is a good free tool
- 12) **Budget for affordable club dues**
 - a) Minimize the cost of meetings by considering affordable venues, and keep administration to a minimum
 - b) Seek sponsorship for activities

Creating a Happy Club Life



Know your members

- Member profile each month—a new and a longer term member. Spend five to 10 minutes on who they are, how they came to Zonta and what it means to them.
- Buddy for all members—someone who makes a special effort to keep in touch between meetings
- Mentor system—for new members to be informed about Zonta, for more experienced members to encourage them to develop in leadership roles
- Develop system to get people to sit with someone new at meeting, e.g. cut playing card in half, put one half on a plate and give other half randomly to members as they arrive. You sit where your card is and meet your neighbors.
- Acknowledge other work/achievements in the community
- New member certificates
- Service awards for long-term members, e.g. five years, 10 years, etc.

Fun and fellowship

- Social events, such as movies, plays, picnics, garden party, etc.
- Create special interest group or groups within club, such as choir, golf, book club, travel club

- Attend learning classes together, like seminars or cooking lessons
- Travel to/attend area and district meetings together
- Events for partners or even the whole families of members
- Have a relaxed meeting at a member's house, perhaps to start the year
- Celebrate birthdays and other special events like New Year's
- Theme meetings, e.g. Great Gatsby or Valentine's for extra fun
- Information nights for potential members
- Let others know when someone is unwell for visits/calls, and send flowers from club
- Private club Facebook page or group to interact, in addition to your club's public Facebook page
- Encourage members to come early to meetings if possible for extra fellowship time
- Allow time at each meeting for fellowship

Common purpose

- Encourage involvement of all members in planning advocacy and fundraising events
- Make committees active and involve everyone early
- Promote new ideas and ways of working
- Conduct efficient meetings with interesting speakers
- Ask members for ideas on guest speakers
- Recognize members after an event for organizing
- Recognize members for attending a meeting or event on behalf of the club

Mutual respect

- Acknowledge different styles of thinking and working. Respect and embrace differences.
- Acknowledge traditions and experience
- Encourage new ways of working (e.g. social media)
- Encourage new ideas for fundraising and advocacy projects
- Let members find their passion, but rotate through committees to cross-fertilize ideas

File Number	File Title	Type & Purpose	Format	Use
Internal Communication and Promotion Materials				
1.1	Breakthrough in Retention and Growth	Campaign launch information	PPT	Internal
1.1	Breakthrough in Retention and Growth - French	Campaign launch information (French version)	PDF	Internal
1.1	Breakthrough in Retention and Growth - Japanese	Campaign launch information (Japanese version)	PPT	Internal
1.2	Appeal Letter to Club Presidents	Encourage club boards to launch GMD in their clubs	PDF	Internal
1.2	Appeal Letter to Club Presidents - French	Encourage club boards to launch GMD in their clubs (French version)	PDF	Internal
1.3	Achieving a Breakthrough in Membership Engagement and Growth	Briefing about GMD	PDF	Internal
1.3	Achieving a Breakthrough in Membership Engagement and Growth - French	Briefing about GMD (French version)	PDF	Internal
1.4	This is GMD	Appeal VIDEO	VIDEO	Internal
1.5	Add Your Voice to Empower Women Logo	GMD logo (jpg format)	JPG	Internal & External
1.6	Add Your Voice to Empower Women Logo	GMD logo (png format)	PNG	Internal & External
1.7	Add Your Voice to Empower Women - Guidelines for Use of Logo	Guidelines for usage of GMD logo	PDF	Internal

Internal Support Materials for Club Boards - Member Engagement & Retention				
2.1	Breakthrough in Engagement and Growth	Strategy for engagement and retention	PPT	Internal
2.2	Engagement and Retention Strategy for Club Boards	Strategy for engagement and retention (shorter version that can be printed)	PDF	Internal
2.3	Best Practices Examples - Raise the Engagement and Retention in the Club	Provide suggestions for Best Practices for engagement and retention	PDF	Internal
2.4	Create a Happy Club Life	Suggestions to promote friendship and revitalize club life	PDF	Internal
2.5	District Membership Planning	A guide to setting membership goals	PDF	Internal
2.6	Induction Program for New Members	Suggested checklist when introducing a new member to the club and ZI	DOC	Internal
2.6	Induction Programs for New Members - German	Suggested checklist when introducing a new member to the club and ZI (German version)	DOC	Internal
2.7	Club Membership Engagement Follow-up	Chart to follow up on attendance	XLS	Internal
2.8	What is Zonta? Suggested Elevator Speech	Elevator speech - examples of short presentations of what Zonta is	PDF	External
2.9	Exit Questionnaires	Simple survey to follow up on why members leave	DOC	Internal
2.9	Exit Questionnaires - German	Simple survey to follow up on why members leave (German version)	DOC	Internal
2.10	District Retention Master	Chart to follow up on attendance	XLS	Internal
2.11	Press Release GMD	Sample press release	DOC	External
2.12	A Guideline to Empower Ourselves	Template for discussions within the clubs around how we empower ourselves	PDF	Internal

2.13	Membership Life Cycle	Image to support discussions around membership retention	PNG	Internal
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External and Internal Support Materials for Club Boards - Member Recruitment

3.1	What is Zonta - Add Your Voice to Empower Women	Presentation to potential new members about Zonta	PPT	External
3.1	What is Zonta - Add Your Voice to Empower Women (customizable)	Customizable presentation to potential new members about Zonta	PPT	External
3.2	Best Practices - How to Recruit New Members	Suggestions for Best Practices for recruitment	PDF	Internal
3.3	Matching Benefits with Needs - What's in it for me?	Analyzing the needs of potential new members	PDF	Internal
3.4	Turn Any Zonta Event into a Membership Drive	Utilize every opportunity for membership growth	PDF	Internal
3.5	How to Make the "Ask"	How to make the approach more effective	PDF	Internal
3.6	Prospective Member Follow-up	Chart for a structured follow up of prospective members	XLS	Internal
3.7	District Biennial Goal and Follow-up	Chart for a structured follow up of prospective members in the District	XLS	Internal
3.8	Social Media Toolkit	Images and sample posts to spread the Zonta/GMD message via social media	PDF	External

External Materials for General Member Recruitment

4.1	Postcard	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.1	Postcard (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.2	Why Zonta Flyer	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.2	Why Zonta Flyer (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.3	Global Impact, Local Action (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.4	Bookmark	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.4	Bookmark (customizable)	Customizable Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.5	This is Zonta Card	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.6	This is Zonta (with bleed)	Handout: External promotion for membership recruitment (professional print-ready files)		
4.6	This is Zonta (with bleed, customizable)	Handout: External promotion for membership recruitment (customizable, professional print-ready files)	PDF	External
4.7	Zonta International Pull Up Banner	Identification at external recruitment events	PDF	External
4.7	Zonta International Pull Up Banner (customizable)	Identification at external recruitment events (customizable)	PDF	External
4.8	Zonta International Pull Up Banner Version 2	Identification at external recruitment events	PDF	External

4.8	Zonta International Pull Up Banner Version 2 (customizable)	Identification at external recruitment events (customizable)	PDF	External
4.9	Welcome to Zonta Booklet	Handout: External promotion for membership recruitment (ready to print)	PDF	External
4.9	Welcome to Zonta Booklet - German	Handout: External promotion for membership recruitment (German version - ready to print)	PDF	External
4.10	What is Zonta Membership Video	Video to show what Zonta membership means	VIDEO	External
4.11	Step-by-Step Guide to Charter a New Club	Information on how to charter a club: English version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Chinese	Information on how to charter a club: Chinese version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - French	Information on how to charter a club: French version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - German	Information on how to charter a club: German version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Italian	Information on how to charter a club: Italian version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Japanese	Information on how to charter a club: Japanese version	PDF	Internal
4.11	Step-by-Step Guide to Charter a New Club - Spanish	Information on how to charter a club: Spanish version	PDF	Internal

External materials for Young Professionals recruitment

5.1	Young Professionals Flyer	Handout: Collateral for usage at Zonta events	PDF	External
5.1	Young Professionals Flyer (customizable)	Customizable Handout: Collateral for usage at Zonta events	PDF	External
5.2	Young Professionals Postcard	Handout: Collateral for usage at Zonta events	PDF	External
5.2	Young Professionals Postcard (customizable)	Customizable Handout: Collateral for usage at Zonta events	PDF	External
5.3	Young Professionals Social Media Toolkit	Images and sample posts to engage potential young professional members via social media	PDF	External

Support materials e-clubs

6.1	Strengthening Your e-Club : Retaining and Engaging Membership	Retention guidelines for e-clubs	PDF	Internal
6.2	Conducting an e-Club Meeting	Best practices examples	PDF	Internal
6.3	Fundraising, Service and Advocacy for e-Clubs	Provide framework for organization of fundraising, service and advocacy activities for e-clubs	PDF	Internal
6.4	Step-By-Step Guide for Charter of a New Zonta e-Club	Instructions for charter of a new e-club	PDF	Internal
6.5	Sample Rules of Procedure for e-Clubs	Sample Rules of Procedure	PDF	Internal
6.6	Zonta e-Club Presentation	Zonta e-club presentation for information	PPT	Internal