

Retention Training

Know Your Members

Know what will keep them involved and to create group feeling

New Members:

- Why did the person join?
- Where do they see themselves after a few years in the club?
- Short new member survey after a few months – what to ask?
- Article in newsletter introducing them

Current Members:

- Club directory with photos
- Each month profile a member at a meeting or in the newsletter
- Use a way to get people to sit with someone new at meeting
- At renewal time ask why they renewed
- Check in with members to see how they are doing in the club
- Short surveys each year
- If your club has a problem member or group don't ignore it – work to correct the issue

Engage Members

New Members - Onboarding

- Welcome letter from president
- Assign a mentor
- Assign to a committee and project ASAP considering their reason for joining – some clubs have a “new member project.”
- Orientation booklet and meeting (include mentor)
- Be open to their ideas (don't say “that's just the way we do it”)
- Make sure they know sources of information – websites, newsletters, Zontian magazine
- Club FAQs

- **Current Members**

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- Keep track of attendance at meetings and follow up – make sure they know they are needed and that they have an assignment that interests them
- Plan for fun and fellowship – special interest groups, social events, allow time at meetings for fellowship
- Remember that members go through life phases and may be more or less active at times – let them know it's OK
- Make sure they know sources of information – websites, District Leadership Team, newsletters, Zontian magazine, also Area, District and International meetings

Hold Good Meetings

- Have an agenda that goes out prior to meetings
- Be efficient, don't run overtime
- Make meetings interesting –
 - have a speaker – from a like-minded organization, elected official, leadership trainer, on a topic of interest like women's health or finances
 - get a D12 Leadership Team member to present,
 - have each committee give a short update,
 - include a service or advocacy activity – make cards for Z Club members who are graduating, write to legislators, put labels in books to be donated
 - Club Board report
- Decide on club activities at meetings

Offer Quality Projects

- Have a club plan that members agree on – what issues are important to the club, where will it put its resources?
- Work with like-minded organizations
- Get ideas from other clubs – Area meetings, Annual Reports
- Work with D12 Committee Chairs
- Consider an on-going, multiyear effort – members get more buy-in

Celebrate Members

- Honor membership anniversaries – increments of 5 years, Length of Membership tools on ZI website
- Announce birthdays in the month at club meetings
- Acknowledge work/achievements in the community
- You Rock award
- Either President or Committee Chairs send a short note at renewal time thanking the member for something they did during the year

Retain – after they leave

- Ask them to consider an e-Club - this works for people who live in an area with no club, who travel a lot, who can't get to meetings
- Introduce them to clubs in their new location
- Ask them to consider an Individual Membership with no club affiliation
- Ask them if they would like to be a FOZ – Friend of Zonta – and be invited to club activities

Resources

- ZI Website – Tools/Membership Tools, Tools/Global Membership Drive
 - Welcome to Zonta Booklet
 - Happy Club Life
 - Best Practices in Engagement and Retention
- D12 Leadership Team
- D12 Website – Resources/Membership Retention
 - Mentoring
 - FAQs sample
 - Exit Survey