



# **DISTRICT MEMBERSHIP PLANNING**

## **A Guide to Setting Membership Goals**

### **By Zonta International 2016-2018 Membership Committee**

#### **Introduction**

For Zonta to remain a vital organization, we must be more successful in recruiting and retaining members.

To meet this challenge, it is important that district's develop clearly set and stated goals that are relevant to their unique needs. To be effective, these goals must be specific, measurable, achievable, relevant, and timely.

The points listed under each topic are included only to inspire and assist districts in preparing their own individualized District Membership Plans.

#### **Appointment/Objectives of District Membership Committees**

- The Lieutenant Governor, (LG), as District Membership Chairman, forms a District Membership Committee (DMC).
- The DMC supports activities that can increase the visibility of Zonta in their districts and clubs
- The DMC considers how the concept of “Recruit to Retain” can be used by clubs to build and sustain a vibrant global membership.
- The DMC supports activities that can enhance a meaningful club life.
- The DMC considers strategies that can increase engagement of members in the clubs.
- The LG asks each Club President to appoint a Club Membership Chairman/Committee (CMC).
- The LG works with the ZIMC to develop effective tools focused on every step of the membership life cycle, and supports any membership drives/initiatives.
- The DMC discusses and sets membership goals for each year of the biennium, keeping in mind the Membership Focus of ZI's biennial goals.
- The DMC members are assigned as liaisons to clubs.
- Liaisons work with their clubs' membership chairmen to set club goals and address any concerns.
- DMC members are in regular contact with their clubs.

#### **Recruitment Strategies**

- The District and Club Membership Committees work together to determine how clubs can attract vibrant, skilled, and committed individuals in order to “Recruit to Retain”.

- The DMC encourages and assists each CMC in identifying appropriate actions for healthy recruitment. Such preparation may include identifying target groups and their interests relevant to Zonta membership.
- The DMC encourages each club to match membership benefits to the needs of prospective members and clubs.
- The district effectively and appropriately promotes and supports Zonta International’s mission and projects.
- The district and its clubs promote and support local projects, which are consistent with ZI’s mission.
- The district utilizes, and encourages all clubs to utilize, the ZI website and the tools under “Member Resources”.
- The district leadership forwards an individual’s request, (either from Headquarters or the district websites), for information about Zonta to the appropriate club. DMC liaisons follow-up with their clubs regarding these requests.
- The district uses all media formats to promote district conference(s) at the location it is being held.
- District website and social media pages are current.
- The DMC works with the CMCs to determine how best to promote the Young Professional Membership Category as a pilot project within their districts and clubs.
- District and/or club leaders inform graduating Golden Z students about Zonta clubs in the students’ new locations.
- District and/or club leaders encourage graduating Z students to consider forming a Golden Z club in the future.

### **Retention Strategies**

- The DMC encourages all clubs to “Recruit to Retain”.
- DMC liaisons encourage CMCs to determine how best to engage the next generation of gender equality advocates.
- Liaisons encourage all clubs to continue to match the needs of all members and their clubs to the membership benefits of Zonta.
- The district/clubs conduct exit surveys to determine why members have resigned.
- The district/clubs review the data from their surveys or from ZI surveys and follow-up accordingly.
- Club membership committees are encouraged to ask former members if they are interested in joining an E-club.
- The district encourages clubs to participate in ZI campaigns, fundraisers, advocacy, and service projects that fulfill our mission.
- The district encourages all members to visit the ZI website regularly.
- District and club websites and social media pages are current.
- The district may wish to publish a newsletter quarterly.
- District/club leaders ask members how satisfied they are with their membership.
- The district board and the district committees provide members with information about all facets of ZI, including the district.

### **New Club Formation Strategies**

- The DMC identifies geographic locations within the district that could potentially support a new club.
- The DMC identifies a potential Sponsoring, Organizing, Mentoring (SOM) Club.
- The DMC supports/mentors SOM clubs.
- The district has a “Membership Fund” which will loan money to clubs to defray some of the costs to recruit, form new clubs, or establish new Z/Golden Z Clubs.

### **E-club Strategies**

- The DMC considers forming an E-club in their district.
- The DMC maintains contact with the E-club throughout the biennium and encourages members to participate in area/district events.
- DMC liaisons encourage their club membership chairmen to ask former members who have resigned if they would consider joining an E-club.

### **Conclusion**

The Zonta International Membership Committee (ZIMC) hopes that the ideas presented in this guide have begun an engaging membership dialogue within the districts. We also hope that this guide will be helpful in setting biennial membership goals, which are relevant to each district. Please contact your ZIMC liaison with any questions or suggestions on how we can continue to assist you in achieving a breakthrough in membership.

Let’s “Recruit to Retain”, and achieve a breakthrough in membership growth for this biennium!

Kindest regards,

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*Many thanks to the main author of this guide, Mary Ann Rubis.*