

New Member Recruitment



Membership

“If there’s no cash, there’s no cause”

Sulaiman Rahman, CEO at Diversforce

non-profit leadership development firm for people of color wanting to join boards of directors (Philadelphia)

“I joined for the cause and stayed for the friendships”

District 1 Anonymous Zontian

Zonta's Why

Mission

Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.

Zonta's Why

Vision

- Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.
- In such a world, women have access to all resources and are represented in decision making positions on an equal basis with men.
- In such a world, no woman lives in fear of violence.

Membership Statistics



ZONTA INTERNATIONAL:

28,517 members in
63 countries with
1200 clubs



ZONTA
INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

[LOCATE A CLUB](#) | [JOIN](#) | [LOGIN](#) | [DONATE](#)

[HOME](#)

[GLOBAL IMPACT](#)

[LOCAL ACTION](#)

[MEDIA & NEWS](#)

[ABOUT US](#)

[DONATE](#)

Search...





District 1	
Active Member Count as of 31 March 2020	
Club Name	Member Count
AMHERST AREA, CANADA	10
BANGOR	14
BERKSHIRE COUNTY	43
CHELSEA AND NORTH SHORE	17
CONCORD	29
HALIFAX	16
MALDEN	37
MEDFORD, MA	13
NORTHAMPTON AREA	8
QUABOAG VALLEY	21
SOUTHERN MAINE	17
SPRINGFIELD, MA	10
Total Active Members	235

District 1 Survey

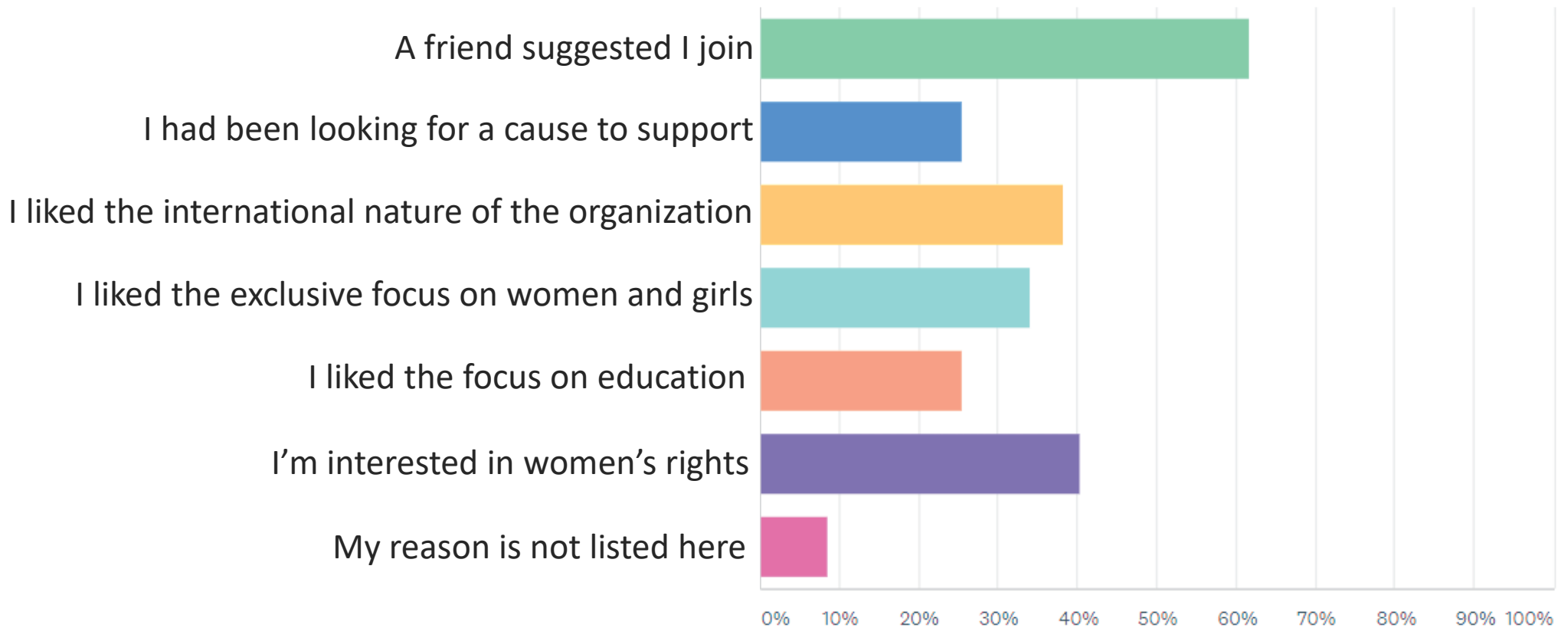
District 1 Membership = 225

Number of responses = 47

21% response rate



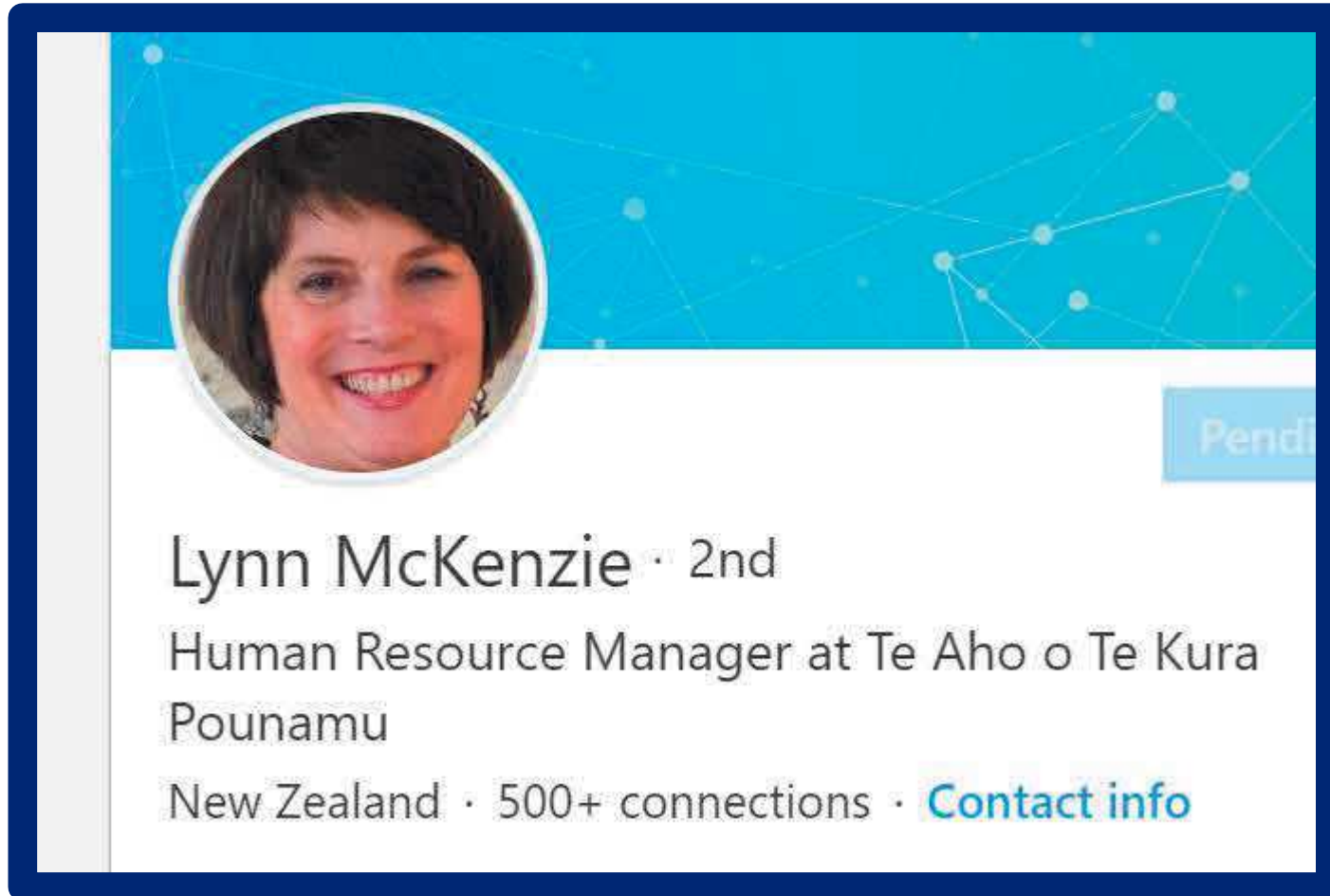
Reason for Joining Zonta



International Membership Committee

- Lynn McKenzie, PIP | Chair of the Zonta Club of Wellington, New Zealand
- Janice Green | Member Zonta Club of Naples, USA
- Helena Karell | Member | Zonta Club of Helsinki II, Finland
- Cindy Phillips | Member | Zonta Club of Everett, USA
- Ille Prockl-Pfeiffer | Member | Zonta e-Club of Bavaria, Germany
- Susanne von Bassewitz | International President |
Zonta Club of Düsseldorf II, Germany
- Sharon Langenbeck | International President-Elect |
Zonta Club of Santa Clarita Valley, USA

Lynn McKenzie



A LinkedIn profile card for Lynn McKenzie. The card features a circular profile picture of a woman with short dark hair, smiling. The background of the card is blue with a white network diagram. Below the profile picture, the text reads: "Lynn McKenzie · 2nd", "Human Resource Manager at Te Aho o Te Kura Pounamu", and "New Zealand · 500+ connections · [Contact info](#)". A blue button with the text "Pending" is visible on the right side of the card.

Lynn McKenzie · 2nd
Human Resource Manager at Te Aho o Te Kura
Pounamu
New Zealand · 500+ connections · [Contact info](#)

Janice Green



Janice Green, Ph.D. · 2nd
Pastor at Lamb of God Worship Center, Inc.
Naples, Florida · 218 connections · [Contact info](#)

Susanne von Bassewitz



Susanne von Bassewitz · 2nd
SvB Identity Consulting, Owner; Zonta
International and Zonta International
Foundation, President and CEO
Cologne Area, Germany · 500+ connections ·

Ille Prockl-Pfeiffer



Ille Prockl-Pfeiffer · 2nd

Coach für Gesundheitsmanagement und
Interkulturelles Coaching bei IPP
Herzogenaurach

Nürnberg Area, Germany · 275 connections ·

Sharon Langenbeck



Sharon Langenbeck · 2nd 

Engineering Manager

Santa Clarita, California · 500+ connections ·

Cindy Phillips, Everett, WA



Zonta Member Recruitment Strategy

- Millennials as a group (15 – 35 years) & Generation X (36 – 54 years)

- Current focus on working professionals

- Less focus on retired professionals



LinkedIn – Recruitment Tool



The image shows the header of a LinkedIn group page for Zonta International. At the top, there is a banner image featuring four women. From left to right: a woman with dark hair in a blue top; a woman with long blonde hair in a light blue shirt; two women, one in a striped shirt and one in a grey top, both wearing red lanyards; and a woman in a light blue jacket holding a sign that says 'ZONTA 100 YEARS'. Below the banner is the Zonta International logo, which consists of a stylized 'Z' in a square, followed by the text 'ZONTA INTERNATIONAL' and 'EMPOWERING WOMEN THROUGH SERVICE & ADVOCACY'. To the right of the logo are three icons: a share icon, a notification bell, and a menu icon. Below these icons, the group name 'Zonta International Official Group' is displayed in a large, bold font. Underneath the group name, there is a small icon of three people and the text 'Listed group'.

ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

Zonta International Official Group

Listed group

LinkedIn – Recruitment Tool

- How can Zonta use LinkedIn as a tool for recruiting new members?
- Why do we want to consider using this tool?
- What's involved in using the tool?
- Suggestions for a long-term strategy for using LI as a component of Zonta International's new member recruitment program.

What is LinkedIn?

Global Professional Community



- Social media platform for professionals
- 562 million users worldwide
- 146 million users in the US
- 40% of users are active everyday
- 61 million are senior-level influencers
- 40 million are decision-makers
- 13% of millennials use LI (87 million professionals)



Facebook vs. LinkedIn



- Facebook, for Zonta's purposes, is an excellent engagement tool
- Facebook can be used for member recruitment also, although the focus today is on LI
- LinkedIn can be used as an acquisition tool with capacity for engagement
- Goal is to take the engagement with a prospective member offline (lunch, coffee, meeting, etc.)

LI is not a panacea for recruitment

Like other social media tools, it is simply a tool

It will not magically get us members

We will need to use it strategically to identify and source potential members based on criteria we define (more later)

LI will be used in conjunction with other recruitment methods



Relationships are powerful

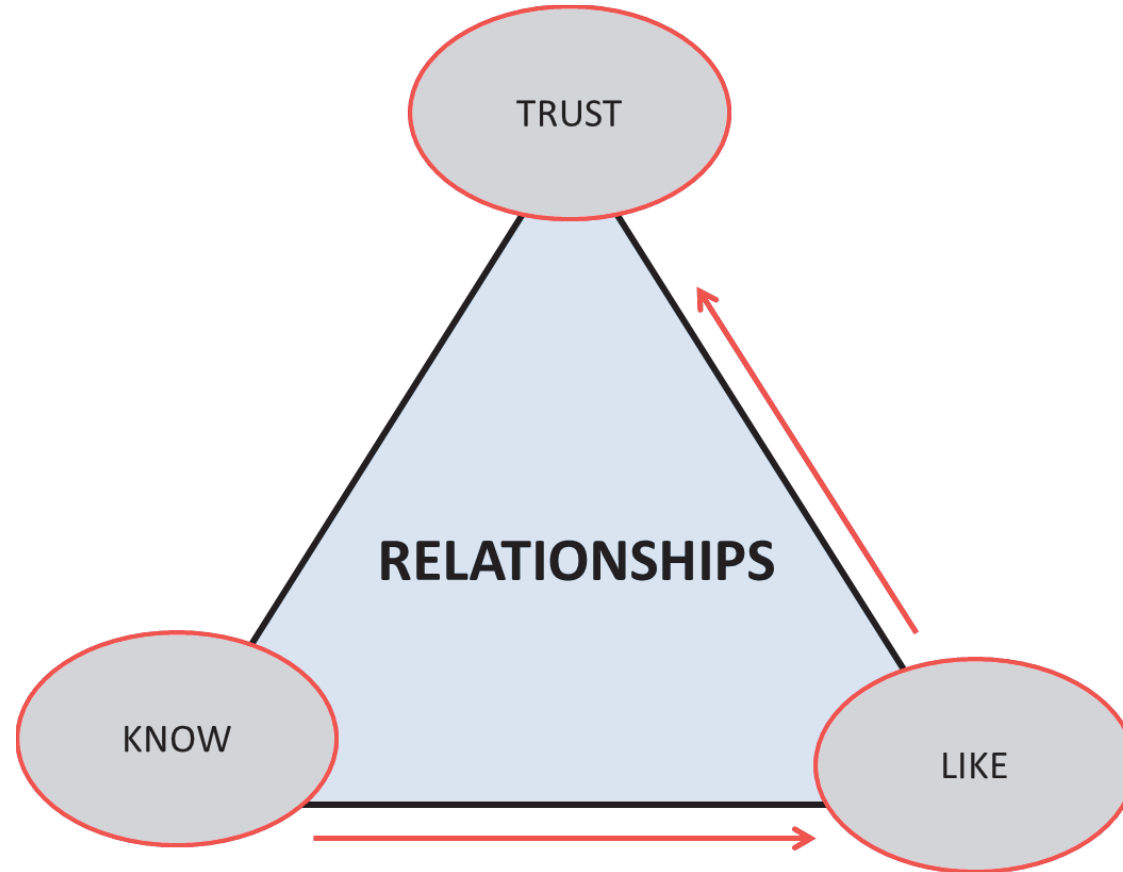
- Recruiting members is a **relationship skill**
- The most likely new members are **known to us** professionally and personally
- LinkedIn can help to **identify** potential new members
- It is up to us to **foster and nurture** these relationships

Know-Like-Trust Model

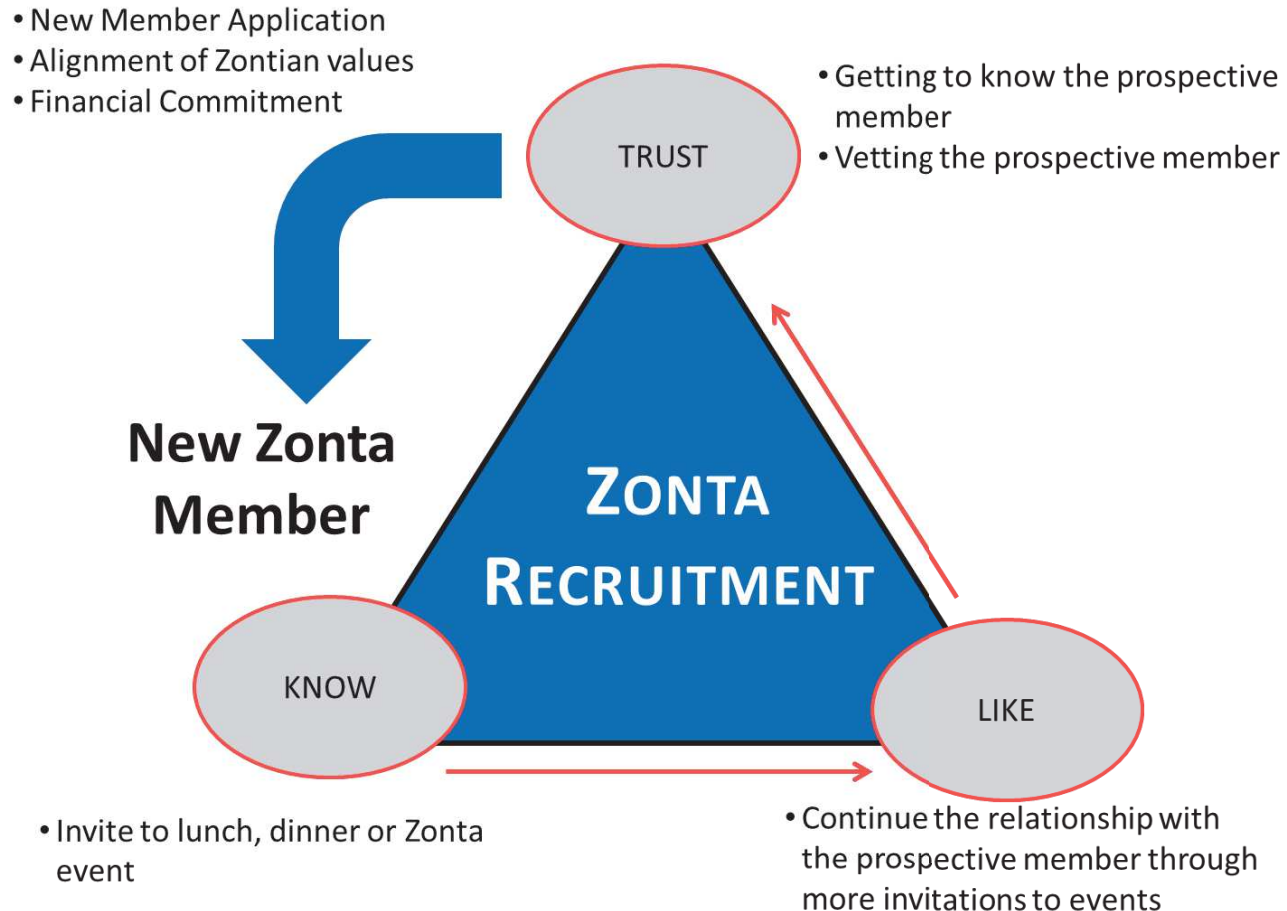


- People are more apt to purchase from, employ and otherwise engage with people they know, like and trust
- LinkedIn takes us to the very beginning of that triad—the knowing part
- Liking and trusting need to come after that
- Seven points of contact before a customer (member) purchases (or says yes)

Know-Like-Trust Model



Know-Like-Trust Model



LinkedIn can be used to



- Source and data mine (identify) prospective members
- Reconnect with those people we already know and who may be good candidates for Zonta membership
- Engage with a community, a group or a person who fits Zonta criteria

Who uses LinkedIn



- Social media platform for professionals
- LinkedIn members have an average 6-figure salary
- Becoming more of an engagement tool and companies are using it more for both recruiting and for marketing professional services

LinkedIn



- Recruiters use it to find employees
- Businesses use it to market their products
- **Zonta can use it to source new members**

The Relationship

- Most memberships come from existing relationships
- LinkedIn will not help us find members
- LinkedIn will help us to identify and source members
- The Zonta member relationship must come from that



Warm leads are more powerful

Professionals and friends you already know

Past speakers

Attendees of our fundraising events

Members of other professional organizations identified through our service work



Cold leads take longer

- We can deploy many strategies simultaneously

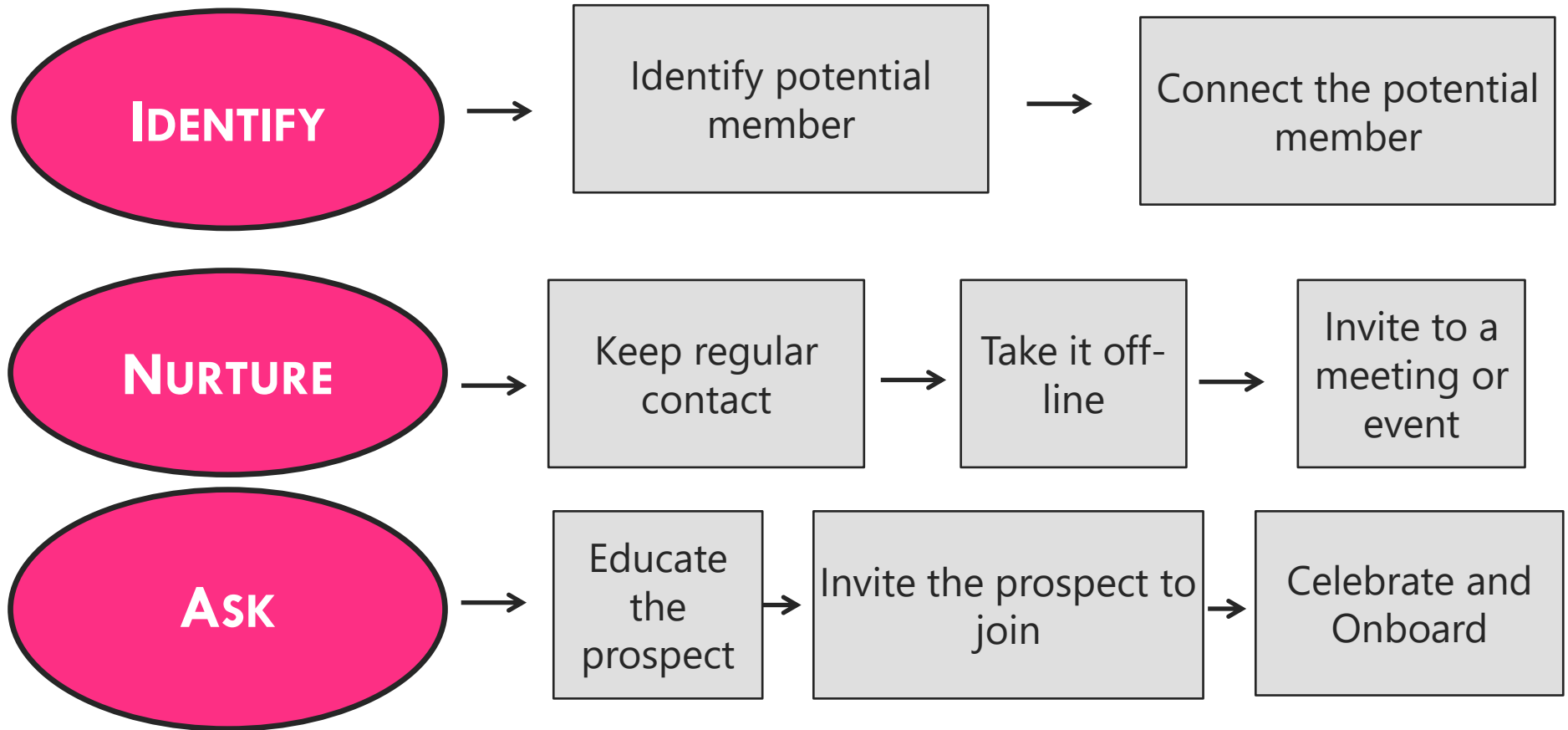
- Traditional methods we already use

- LinkedIn for sourcing

- Membership drives



Membership Recruitment Funnel



Connecting Script



- “Thank you for connecting with me on LinkedIn. I noticed that you and I are located in the same region of Boston.
- I am the Executive Director of ABC organization serving the ___ community in this region.
- I am interested in growing my professional community and would like to introduce you to Zonta International. We are a global organization of professionals who empower women through service, education and advocacy. Amelia Earhart is one of our earliest members and we have a fellowship named in her honor.
- If you have interest, please see our LinkedIn Group, Zonta International (group link), to learn more about us. I look forward to connecting in the future.”

More Scripts to Engage

- I read your blog regularly and really like your advice on “xyz”.
- You may recall that we met at the Zonta networking event last week in San Francisco. I’d like to connect.
- I see you also worked at xyz Company. I’d like to invite you to connect.
- I’ve enjoyed reading your comments on the Zonta LinkedIn group discussion and I think we share many of the same perspectives.



Next Steps for District 1?

- We could use a simple, but targeted, connection campaign using Zonta International LI Group
- Present to schools, corporations and organizations such as Lunch & Learns to raise visibility
- District 1 Membership Workgroup
- Do you have ideas to raise visibility and recruit new members?

Ideas for attracting new members

- Recruiting campaigns
- Visibility campaigns
- Membership drives

What else can we do?

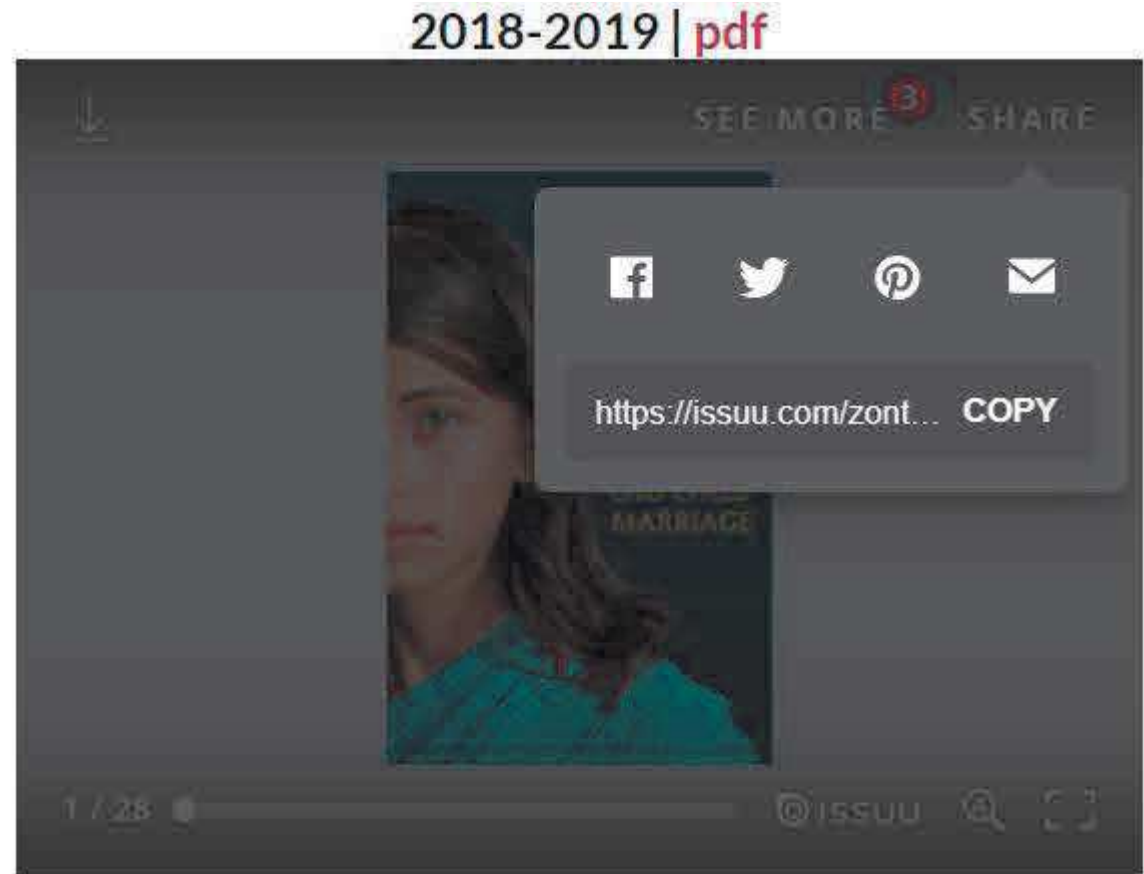


Membership Recruitment



LinkedIn Sharing Button Missing

Social Sharing button missing from Zonta International Annual Report



Membership Recruitment

- Member recruitment is a long-term relationship-building process, not a one-night stand
- Random acts of recruitment efforts do not work
- It is a 3-step process
 - ✓ Visibility
 - ✓ Targeting
 - ✓ Recruiting & Onboarding

Next Steps



- Connect with me on LinkedIn
- Email me: What are your top 3 takeaways from today's presentation?
- What would you like to see next?
- Are you interested in a virtual LI demo? Time required is approximately 40 minutes.

Remember our why



Thank you for your time

