## **District I Member Recruitment Model**

**Are you a Zontian Woman?** 

Level III – Takes longer and requires a targeted campaign over the biennium

LinkedIn Data Mining Market Research Media Appearances

Level II Requires more effort

**Community Presentations** 

Targeted Campaigns to Organizations (Lunch & Learns, for example)
Smile & Dial & Letter-Writing Campaigns

Level I
1:1 Each one bring one

Former Members
Previous Speakers
Friends, Family, Colleagues

Prepared by Maureen Farmer, Zonta Halifax, 2020