



2021 North American
Interdistrict Meeting

How to Conduct Virtual Recruiting

Sally Bean and Judy Kautz

June 26, 2021



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Rules of Engagement

- Welcome to our 100 virtual attendees!
- Chat box is monitored by ____
- Technical difficulties are handled by ____
- Breakouts will be push and pull
- All in person questions and comments must be made from a microphone



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Today's Agenda

- Overview of Recruiting
- Diversity in our Club
- Leveraging Club Meetings and Activities
- How is Virtual Recruiting Different?
- Breakouts: Identifying Best Practices
- Sharing
- One Commitment to Use in the Club



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Introductions

- Sally Bean, Zonta e-club of USA₃
- Judy Kautz, Zonta Club of Central Oklahoma
- Karen Herman DeMuro, Zonta e-club of USA₃
- Becky Gimple, Zonta Club of Burbank Area
- Sharon Hebert, Zonta e-club of USA₂



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Overview of Recruiting for Zonta

- 100 Helpful Hints Tool
 - #7 Sign up to speak about Zonta with **other groups**, share our mission, service and advocacy activities, and bring brochures
 - #21 Create an **invitation template** club members can email and/or share on social media
 - #32 **Offer guests a packet** including service and advocacy projects, details on becoming a member, contact information and upcoming events
 - #46 Contact **past members** communicating what has changed in Zonta; identify if there are other barriers to rejoining
 - #72 Actively maintain the club's **social media** accounts and ask members to share posts to their feeds
 - #102 Schedule **guest speakers** that attract prospects interested in Zonta's mission



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Overview of Recruiting for Zonta

- 100 Helpful Hints Tool (continued)
 - #4 When asked about professional leadership skills, tell about your **club life** as well as work life
 - #10 Wear a **Zonta pin** to work every day - it prompts questions
 - #23 **Repeatedly invite** prospective members
 - #25 **Send newsletter** to guests for the full fiscal year to keep Zonta in front of them on a monthly basis until they join
 - #77 Add a "**Join Us**" button to your website - give details on how to come as a guest to a meeting, and post testimonials on the benefits of joining
 - #94 Attend meetings of **nearby clubs** to see what they do differently - road trips are great fellowship opportunities



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Know What Your Club is Looking For...

- Diversity in classifications
- Diversity in age
- Diversity in perspective
- Diversity in culture
- Diversity in race
- Other diversity



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Finding People to Fit Diversity Gaps

- How do you find people in your community to fit the club diversity goals?
- Best Practice Sharing



The Power of the Club Meeting Visit



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The Power of Club Activity

Fundraising



Service





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Making the Ask to Join After the Club Visit





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How is Virtual Recruiting Different?

- Share examples of how you found potential members virtually
- How do we confirm that the people we don't know embrace our mission?
- How can we be welcoming to new members?
- Leadership Development
- Making accommodations to assist members



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Breakout

- Brainstorm how to find people online and how to confirm they will be good Zontians
- Groups report out your ideas



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Wrap Up

- Chat Q&A
- Ideas for virtual recruiting can work in any club, traditional or e-club
- Choose one recruiting commitment to use when you go home
 - Volunteers share their ideas

www.Zonta.org/web/my_zonta/tools/membership_tools_home