



NAIDM Virtual Recruiting Workshop Takeaways

From Panelists:

- Use VolunteerMatch.org and MeetUp.com to find those interested in Zonta and volunteering
- Find past members on virtual platform search
 - Keep in touch and keep past members connected to Zonta and “ask” if they want to rejoin periodically
- Use key word Zonta
- Past award recipients
- Use Social Media – LinkedIn, Facebook, Instagram
- Post regularly
- Search people on Google and other search platforms
- Give examples and note how others respond

New Members Welcome:

- “Pictorial Biography” (developed by new members)
- Build relationships
- Ask for expectations
- Induction ceremony
 - New member packet
 - Certificate
 - E-card to welcome
 - “Pin” them with a special Zonta pin the sponsoring member presents
 - Ensure they know they are valued and be inclusive

Other ways to accommodate members

- Stress opportunities for leadership
- Check ZI resources on ZI website (often)
- Assist with dues payment(s)
- Technical assistance
- Dial In options

Breakout Reports for Virtual Recruiting

- Look in local newspapers
- Promote Zonta online – website and social media

- Research and connect with like-minded organizations
- Alumni event
- E-clubs invite disbanded club members
- Local outreach projects

Breakout Reports (cont.)

- Meet to explain Zonta
- Keep websites up-to-date: links, posts videos, color graphics, comments
- Invite public with guest speaker
- VIP promotion your club
- Facebook posts/social media
- List and update Zonta roles
- Facebook ad campaign and boosts

More Breakout reports from virtual Zoom groups:

- Use contacts you have in LinkedIn
- Write an op ed piece for print or digital media on why it is a good time to join Zonta
- Congratulate people who are acknowledged publicly for their achievements
 - They might be interested in membership
- Contact employers who are supportive of Zonta
 - Ask them to publicize membership opportunity in Zonta