

~~How to~~ *PLEASE HELP* Grow Zonta with New Clubs & E- Clubs

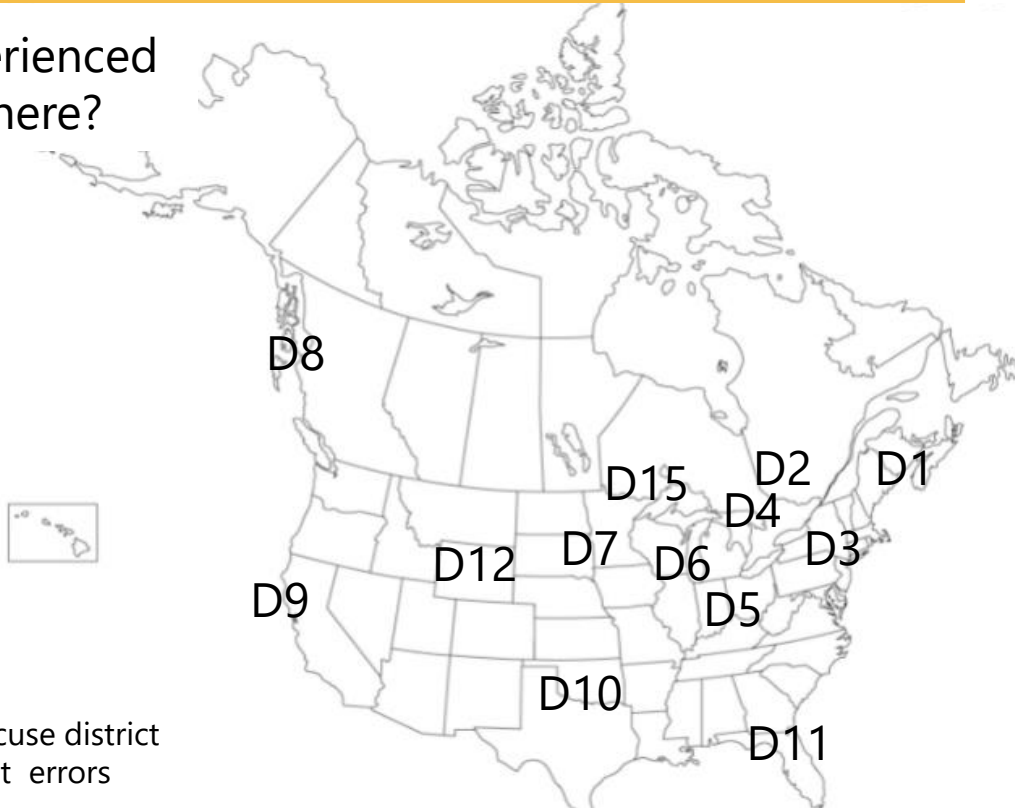
EVERY MEMBER
COUNTS



Presented by Karen Pati

Introductions by District

Any experienced SOMers here?



Please excuse district placement errors

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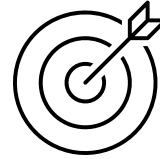
Why are we here?

- Membership is declining
- Our mission is more important than ever
- North America has a lot of room for growth
- We have many capable members that can reverse this trend

| | | | | | |
|----|----|----|----|---------------------------|----|
| AK | 1 | MS | 1 | British Columbia | 2 |
| AL | 3 | MT | 2 | Manitoba | 0 |
| AR | 1 | NC | 1 | New Brunswick | 0 |
| AZ | 6 | ND | 4 | Newfoundland and Labrador | 0 |
| BC | 2 | NH | 1 | Northwest Territories | 0 |
| CA | 13 | NJ | 7 | Nova Scotia | 2 |
| CO | 10 | NS | 2 | Nunavut | 0 |
| DC | 1 | NV | 1 | Ontario | 15 |
| FL | 21 | NY | 39 | Prince Edward Island | 0 |
| GA | 1 | OH | 14 | Quebec | 1 |
| HI | 4 | OK | 1 | Saskatchewan | 0 |
| IA | 1 | ON | 15 | Yukon | 0 |
| ID | 2 | OR | 6 | Bahamas | 2 |
| IL | 15 | PA | 10 | British Virgin Islands | 1 |
| IN | 3 | QC | 1 | Puerto Rico | 3 |
| KS | 2 | SC | 5 | District of Columbia | 1 |
| KY | 3 | SD | 5 | | |
| LA | 2 | TN | 1 | | |
| MA | 7 | TX | 15 | | |
| MD | 6 | UT | 1 | | |
| ME | 1 | VA | 2 | | |
| MI | 33 | WA | 4 | | |
| MN | 5 | WI | 3 | | |
| MO | 5 | WY | 3 | | |

Source: ZI database,
please excuse any
errors

What are our goals?



To grow Zonta!

- Where to start a prospective club
- Who can help
- How to find prospects & get them to commit
- What: Planning & execution of effective information meetings
 - ❖ Preparation
 - ❖ Execution
 - ❖ Content

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What is the best way to grow?

- New Clubs!
 - ❖ 24 new clubs in 2019-20
 - =360 new members, assuming 15 members each
 - **=4 recruits per SOM**
 - Assuming 4 SOM members each
 - Vs.
 - ❖ 2,724 new members in 1,143 clubs
 - = 2.4 members per club
 - **Far less than 1 recruit per member**

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Who creates a new club? SOMs

- The members willing to do the work are the Sponsoring, Organization & Mentoring (SOM) Committee
- SOM members can be from a single club, different clubs, areas, districts or individual members



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What makes a good SOM?

3-6 members, drawing on their Club, Area, & District for further expertise

- SOMers should have extensive knowledge of Zonta's:
 - ❖ Organization at club, area, district & international levels
 - ❖ Local & international programs & projects
 - ❖ Advocacy initiatives & tools
 - ❖ Finances / budgeting, bylaws & relevant local laws
- Members should be willing to tell their story:
 - ❖ "Why I am a Zontian"
- Past district leaders, experienced SOMers
- Members that can devote 1-3 years to the process



How are SOMs organized?

- Team agrees on a chairman
 - ❖ Chairman submits authorization form
 - Governor approves & forwards to headquarters
- Monthly meetings
- Specific roles for each member
- Plan to devote 1-3 years to the process
- Includes
 - ❖ Finding prospects / members
 - ❖ Chartering
 - ❖ Sustaining



**Authorization Request for
Organizing a New Zonta Club**

Complete this form to receive authorization to organize a new Zonta club. This form is completed by the SOM chairman and sent to the governor for approval.

Before completing this form, please review the Naming Clubs Policy, which can be found at <https://membership.zonta.org/Tools/Membership-Tools>.

Who will help you?

- **Your District Board**
 - ❖ The Lt. Governor is the Chairman of District Membership
 - ❖ Area Directors can help
- **Your Network**
 - ❖ Club, Area, & District
- **Prospects**
- **International Membership Committee members**
 - ❖ Each Lt. Governor works w/a Regional Representative:
Sally Bean & Judy Kautz
 - ❖ I'll help



What comes first?

- Sometimes the location
 - ❖ Current, past or prospective Zontian provides the lead
- Sometimes the SOM team
 - ❖ Agrees to pursue a new location
- Sometimes the Governor may request a location or e-Club



What are e-Clubs?

- Members meet electronically, otherwise, they have the same rights & privileges as traditional clubs
- Members can join Zonta from any* location



- Each e-Club belongs to a district, but a district may have more than one
 - ❖ The e-club is to be a complement not a competitor to traditional clubs

* Approval for an e-Club in a new country is the same as any other club. However, prospective members 11 from any country, including countries where Zonta does not exist, may join an e-Club.

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Where should You start a new club?

- What is convenient
- Where do you have contacts
- What are the gaps
- University towns are rich in prospects
- Are there large clubs that can start a 'branch', perhaps with a special focus



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How? Group exercise #1

- Develop groups, preferably by geography
- Discuss:
 1. Where: Possible locations, including e-Clubs
 2. Who: SOM teams



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How? Follow the Membership Manual & Step-by-Step guides

Start with Zonta Approval: Governor, HQ

- Line up commitments FIRST
 - ❖ Goal of 20 or more at the 1st meeting
- One or more prospects or Zontians committed to the new club can form your core. They:
 - ❖ Invite others
 - ❖ Know the environment, including locations for meetings
 - ❖ Help with PR
- Develop you core
 - ❖ Include in much of the SOM planning



How do you get prospects?

It Starts by
ASKING

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Where can you find prospects?

See “100+ Ideas to Recruit & Maintain Members”

1. District history*
2. District members
3. Your contacts
4. Friends & relatives
5. Professionals
6. Chamber of Commerce
7. City Hall
8. Media
9. Banks
10. Realtors
11. Social Media
12. Like-minded organizations
13. Service partner prospects
14. Facebook
15. Business owners
16. Medical professionals
17. Teachers
18. Recent retirees
19. Empty nesters
20. Award recipients

* Moved, resigned, prospects without a club nearby; scholarship recipients

16 https://www.zonta.org/Web/My_Zonta/Tools/Membership_Tools/Add_Your_Voice.aspx#Recruitment



How is e-Club recruiting different?

- Best starting with a core of experienced Zontians
 - ❖ Target former Zontians
- Contact recipients of Zonta scholarships



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How to gain commitment

'Sell' the Zonta Mission and Vision

- Discuss local service, advocacy & fellowship

Make personal connections, know names & faces

- Create camaraderie
- Have timely follow up

Ask! Provide membership forms

- Use flexible methods of payment

Create a sense of urgency

- Be a charter member
- Share the goal for chartering

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Group exercise 2

Discuss how / where you can find prospects & a core



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Show me the money! Or not....

- Are District, Area or Club funds available
- Do you have a donor
- Budget / Plan for:
 - ❖ Meeting place
 - Convenience
 - Sufficient space
 - ❖ AV needs
 - ❖ Zoom
 - ❖ Snacks, beverages
 - ❖ Local promotions, printed flyers & handouts



Information meeting preparation

See 'Best Practices for Recruitment'

- Craft an intriguing invitation
 - ❖ Email, text, post, call
 - ❖ Consider sending from a core member
- Develop quality PR: social & print
 - ❖ Articles & ads in local & social media
 - ❖ Flyers at local stores, cafes, businesses

Information meeting prep 2

See 'Best Practices for Recruitment'

- Prepare for engaging meetings: interesting speakers & relevant topics: PowerPoint, video & hand outs
 - ❖ Brief overview not in-depth history
 - ❖ Showcase the mission
- Ask Zontians to come, mingle & bring brag-boards
- Provide snacks &/or beverages



Information meeting execution

See 'Best Practices for Recruitment'

- Create an inviting environment, use prospective member tools
 - ❖ Have an enthusiastic Zontian(s) as a greeter
 - ❖ Have blank name tags
 - ❖ Request members to sit with guests
 - ❖ Have all attendees introduce themselves, w/WHY they are there
 - This is important to building comradery
 - ❖ Use a Prospective Member Form, requesting contact info



**Prospective Member
Questionnaire Form**

Members of Zonta clubs support and implement the mission of the organization and have experience in a recognized business or profession. Members are required to:

- Commit time to service and advocacy projects in their communities.
- Contribute financially to local and international projects that benefit women.

Information meeting execution 2

See 'Best Practices for Recruitment'

- Conduct efficient meetings
 - ❖ Follow an agenda
 - ❖ Start & end on time
- Promote the young professional classification
- Include an 'ask' & future meeting date(s)
- Allow time for Q&A
- Stay to mingle if prospects choose



Information meeting content

See 'Best Practices for Recruitment'

- Learn what attendees are looking for, then emphasize that
 - ❖ *To learn more about Zonta*, is often the general wish
 - Community service
 - Advocacy
 - International aspect
 - Fellowship, etc.



Future information meeting content

See 'Best Practices for Recruitment'

- Invite experienced Zontians to present:
 - ❖ History
 - ❖ Values
 - ❖ Organization
 - ❖ Service Projects
 - ❖ Advocacy etc.
- Discuss possible / impactful service & advocacy projects
- Plan hybrid monthly meetings
 - ❖ Zoom may keep more prospects engaged



Got prospects?

- SOM follow up
 - ❖ Timely!
 - ❖ Email, Text, WhatsApp
- Stay in touch
- Ask for involvement - give them a task
- Sign 'em up! Joining an existing club starts the Zonta conversation

Goal is 15 to Charter!

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Close to 15?

YAHOO!

- Identify skills & interests
- Build the board & committees
- Begin building budgets & bylaws



Chartering requirements

- 15 paid members
- Club board
- Charter Ceremony
 - ❖ Highest ranking official (Governor?) inducts members & installs officers

Next

- Bylaws
- Budget
- Legal requirements
 - ❖ IRS, State filings
- Sustainability plan



In summary

We learned the best way to grow Zonta!

- You discussed:
 - ❖ Where to start a prospective club
 - ❖ Who can help SOM
 - ❖ How to find prospects & get them to commit
- We reviewed information meeting:
 - ❖ Preparation
 - ❖ Execution
 - ❖ Content
- You can do this!
- Are you ready?

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What else?



Thanks for all You do!

