

**MEMBERSHIP DEVELOPMENT**

**1. Increased members’ knowledge of District 4 Board’s goals and role**

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a. the number of members opening the newsletter and clicking through increases each month	1. Governor and board members provide content for monthly E-News	Governor / Board
	2. Maintain email list in Mailchimp and add a sign up button to the D4 website	Communications
b. fewer than 1% of members opt out of the communication.  c. club newsletters include information about the district	3. Send E-News to all D4 members monthly through the biennium	Communications
	4. Maintain the Mailchimp data base.	
d. Usage of the district website increased.	1. report number of hits and inquiries on the district website at each board meeting	Communications
	2. Committee chairs provide information to post on the D4 website.	Committee Chairs
e. number of members participating in Governor’s webinar.	1. Governor hosts a quarterly webinar.	Governor
f. board members and committee chairs notice an increase in requests to attend club meetings	1. District 4 Board members attend club meetings and highlight board activities, international direction and actions, roles.	Board
	2. District Board members wear their D4 name tags to club meetings and events.	Board members
	3. District Board members report to their clubs on D4 board activities.	
g. availability of District 4 Strategic plan to all clubs	1. Short (KISS) one page plan with actions/ indicators available for clubs on the website	Strategic Planner Board

	2. Area Directors share the District goals and roles at Presidents' meetings.	Area Directors
h. more than one candidate is nominated for the majority of the elected positions for the 2014-2016 Board.	(see later)	Nominating
i. Increased donations to Zonta International	(see later)	Ambassadors
j. Members who are neither Board members nor club presidents request D4 information.	Set up separate email group on Mailchimp for Zontians who wish to receive all notices from D4.	Communications

## 2. Increased membership in District 4

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a. Membership by June 2013 increased 1.5%	1. Increase retention by developing ways to value members and provide these to clubs	Membership
b. Membership by June 2014 increased an additional 1%	2. Urge clubs to have membership information nights for prospective new members	
	3. Encourage clubs to have membership drives	
	4. Encourage clubs to apply for ZING money if needed	
	5. provide ZING funds to clubs	Board
	6. Urge clubs to have membership information display at all events.	Membership
	7. encourage clubs to develop visibility in their community by developing their websites, using social media	
	8. invite Facebook friends	Communications

	9. be available to clubs through Area Directors for assistance	Membership
	10. provide workshops on recruitment, retention at spring workshops or conference	Membership
	11. Continue to stay in contact with past award winners to encourage past recipients of JMK, YWPA and AE to become Zontians.	Awards

### 3. Increased opportunities for involvement in leadership

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a.increased member attendance at district events	1.continue to pay \$5 of fee for first-timers at district event	Board
	2.provide incentive to those attending second consecutive district event	Board
b.Two candidates for each office open for election at the district conference	<ol style="list-style-type: none"> <li>1. Communicate intention to seek more than one candidate per role where possible.</li> <li>2. Provide clear overview of role qualifications, based on ZI bylaws and District manual.</li> <li>3. Follow up with members through the Club Presidents in early January.</li> <li>4. Seek suggested nominees from the Board and Clubs by the end of 2012.</li> <li>5. .Actively target and contact potential nominees to encourage their candidacy.</li> <li>6. Provide sufficient information to encourage qualified members to become candidates.</li> </ol>	Nominating
c.district board has 1/3 new members to the 2014-2016 board	1. Nominating Committee reviews District experience of nominees and actively encourages candidates who have not served on the District Board.	Nominating

	2. Incoming Governor seeks appointees to the Board who have not had experience on the Board.	Lt. Governor
d. club terms of office are aligned with the biennium	1. encourage clubs to align terms of office with the biennium	Area Directors
e. Use of Skype for meetings, education, view activities	Board members and Committee Chairs investigate using technology for communicating with each other and with club representatives.	Board

## ALIGNMENT WITH ZONTA INTERNATIONAL

### 1. Increased knowledge of ZIF projects and ZIF goals among the membership

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a. An Ambassador has visited each club in this biennium to talk about ZIF projects.	1. Area Directors and Ambassadors work with clubs to promote the importance of financing the ZIF programs.	Ambassadors Area Directors
b. Ambassadors speak at Presidents' meetings.	2. Ambassadors provide article for every Governor's newsletter	Ambassadors Governor
c. Ambassadors report at District workshops and conferences.	3. District provides highlights monthly to be included in club newsletter / presented at club meeting	Ambassadors
d. An Ambassador liaison is appointed in each club.	4. District provides easy access to videos re. ZIF projects by creating a separate page on the D4 website with a link to the video and instructions on how to download it so it can be shared at meetings.	Communications
e. Every D4 club makes a donation to ZIF in this biennium	5. Develop ways in which D4 members can be recognized for their individual support of ZIF	Ambassadors
f. Clubs increase their donation to ZIF in this biennium	6. Develop ways to encourage all club members to participate in supporting ZIF programs	Ambassadors

<p>g. Every D4 member has made at least one donation to ZIF during the biennium</p> <p>h. All clubs show a video or powerpoint presentation about a ZIF project at least once a year.</p> <p>i. All clubs have one UN event each year.</p>	<p>7. District UN Chair is invited to speak at club meetings.</p>	<p>UN</p>
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**2. Increased knowledge among membership of the Zonta International governing documents**

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
<p>a. every club has approved ZI aligned club bylaws by end of biennium</p>	<p>1. Add a question to the area directors' quarterly report to collect this information</p>	<p>Governor Area Directors</p>
<p>b. all clubs have a plan to inform members about club bylaws, ZI bylaws and rules of procedure.</p>	<p>1. Area Directors encourage clubs to provide 2 minute focus on bylaws (club and/or ZI bylaws) at each meeting or to assign monthly reading ZI, Bylaws, Rules of Procedure</p>	<p>Area Directors</p>
	<p>2. social media communications of bylaws, rules of procedure</p>	<p>Communications</p>
<p>c. All clubs are prepared for the upcoming biennium with club records for-archiving</p>	<p>1. Inventory where records are for each club</p>	<p>Area Directors District Archivist</p>
	<p>2. Identify in each club a historian/archivist to identify information needed for centennial celebrations</p>	<p>Area Directors District Archivist</p>
<p>d. Each club newsletter incorporates governance</p>	<p>1. Area Directors prepare some sample articles for clubs' newsletters.</p>	<p>Area Directors</p>
<p>e. Increased number of clubs sending delegate to district conference</p>	<p>1. Area directors remind club presidents of the importance of having a delegate at the district conference.</p>	<p>Area Directors</p>

### 3. Club Service Projects meet Zonta International Goals

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a. At end of biennium, a greater % of club service projects are aligned with ZI goals.	1. Through club presidents provide assistance/suggestions for educating members on the ZI goals and importance of aligning projects with ZI goals	Ambassador Advocacy Service
	2. Post club events to Google calendar on website as requested.	Communications
	3. Circulate club events through ECP's as requested	Communcation
	3. Propose that clubs provide greater awareness of women's issues in the community	Service
b. Awards given at District Conference to Z/GZ clubs for service projects.	Increase communication with Z/GZ clubs using technology and personal contacts	Z/Golden Z

### VISIBILITY

#### 1. Increased visibility of Zonta within our communities

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a. clubs have more media coverage, get media coverage more easily	1. create and distribute media kit / use ZI kit	Communication Area Directors
	2. increase the size of the Communications Committee	Board
	3. Encourage clubs to have a pr person in club to develop press releases	Area Directors
	4. Add a question to the area directors' quarterly report to gather information on the clubs' media coverage	Governor
b. All clubs have a web presence by June 1, 2014	1. Assist clubs without websites to set one up.	Communications

c. more hits on club websites / social media	1. Work with clubs to maintain their website and social media presence and encourage them to review their stats so they can react positively	Communications
c. The number of clubs with an online presence (website or Facebook) increases to 75% by June 1, 2013 and to 100% by June 1, 2014.	<ol style="list-style-type: none"> <li>1. Track which clubs have a Facebook page and/or Twitter account</li> <li>2. Reach out to clubs without an online presence to find one member who will work on this project.</li> <li>3. Assist clubs with website, Facebook or Twitter account.</li> <li>4. Develop monthly online meeting with clubs with a website to encourage members to help each other and share ideas.</li> </ol>	Communications
e. People know who we are – don't ask "What is Zonta?"	1. Encourage clubs to have members to be community speakers about Zonta.	Board
	2. encourage club members/ club president to join chamber of commerce	Area Directors
	3. Encourage members to add Zonta to business cards	Area Directors
	4. Encourage members to include Zonta in bios	Area Directors
	5. Wear Zonta pin/ name tag to community functions	Board members
f. More efficient and effective communications between clubs and their members.	<ol style="list-style-type: none"> <li>1. Assist with group email of club members</li> <li>2. Ensure every ECP and President knows their club generic email address.</li> </ol>	Communication
g. Increased number of clubs participate in YWPA , JMK, Amelia Earhart Scholarships.	Encourage clubs to co-sponsor these awards.	Awards
h. D4 continues to submit a worthy D4 nomination to ZI for YWPA and JMK		Awards
i. YWPA, JMK and Amelia Earhart award winners are highlighted locally.	Supply clubs with a list of possible public opportunities to advertise the awards and increase Zonta visibility	Awards
j. increased sponsorships for club projects	1. Encourage clubs to have door prizes at events and have an info tag on the	Area Directors

	prize	
	2. Add a question to the area directors' quarterly report to gather information on club sponsorships	Governor
k. The number of Z clubs in D4 increases by one per year and the number of Golden Z clubs in D4 increase by one per year.	1.Work through Area Directors and presidents to encourage new Z and golden Z clubs.  2.Give workshops at district events and clubs on how to interact/help your Z club, how to start a Z club.	Z/Golden Z

## 2. Increased participation in the district service project

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
39 clubs participate in the project in some capacity	1.educate clubs on the project – information to clubs via Area Directors, Service Committee, website, newsletter	Service Area Directors
	2.follow up with each club for confirmation of information	Service
	3.identify non-participating clubs to find out why, to partner clubs with participating club, involvement can be monetary, supplies or hands-on	Service
	4.thank you or acknowledgement to each club for their participation	Service

## 3. A district advocacy project is launched

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a,Every Zonta club in D4 has an Advocacy Committee.	1.Area Directors access name of each club Advocacy Committee Chair	Area Directors
	2. Assist clubs without an Advocacy Chair to get a committee formed and a chair appointed.	Advocacy



	<p>3. Infomercials are provided for each club to present.</p> <p>4. District Advocacy Chairs are invited to club meetings as speaker.</p>	
b. All clubs have an advocacy event each year.	1. List club advocacy activities on D4 website	Advocacy Communications
c. Club advocacy projects meet the Zonta mandate of advancing the status of women	1. Provide copy of ZI Advocacy Guidelines for club projects to every club president.	Advocacy
	2. Add advocacy section to Area Director's Report for a report on the projects that are meeting the ZI advocacy goals	Governor
c. a district advocacy project is developed for approval at district conference	1.roll out implementation plan	Advocacy

#### 4. Increased interactions of clubs and their community

INDICATOR OF SUCCESS	ACTIONS TO BE TAKEN TO ACHIEVE GOAL	RESPONSIBILITY OF
a. An increased number of clubs working together (birthing kits, golf tournaments, paint the town yellow)	1. Area Directors inform club presidents about the advantages of partnering with other Zonta clubs.	Area Directors
b. clubs adopt best practices from other clubs	Area Directors encourage club presidents to share their practices/projects with other clubs and to share information about other clubs' projects with their membership.	Area Directors
c. increased number of club partnerships with other organizations with similar objects.	Area Directors inform club presidents about the advantages of partnering with other community organizations with similar objects.	Area Directors
d. more clubs involved in service projects at the local level	1. Area Directors encourage club presidents to share with their membership information about other clubs' service projects.	Area Directors

	2. District website includes information about club service projects	Service Communications
e. more D4 clubs develop Zonta awards to honour community members (e.g. Zonta Mentor Award, Women of Achievement)	Area Directors encourage clubs to share information about their awards to community members.	Area Directors