



**Title:** Membership Committee Board Report, November 2019

**From:** Janice Durmis, Membership Chair

**Date:** Board Meeting, November 23, 2019

**To:** The Zonta International District 4 Board

**Purpose of the report** (please mark as many as applicable):

For Information

For Discussion

For decision

**Facts (Information)**

Current ZI Membership numbers as of September 30, 2019;  
 ZI Membership – 27,135  
 ZI Clubs – 1,149  
 ZI Non-renewals – 3,069

District 4 current membership as of September 30, 2019  
 D4 Membership – 738 (increase from August 2019)  
 D4 clubs - 33

Initiative	Specific Actions	Highlights/Challenges
1. Maintain alignment with ZI Membership Committee	Review information from ZI.	Review monthly reports. Attend Membership meetings and reports to ZI Membership Liaison.
2. Maintain retention of current members.	1. Members recall why they joined Zonta. 2. Revive excitement in current members. 3. Clubs share ideas.	<ul style="list-style-type: none"> <li>Membership highlight started on website. Need to encourage clubs more for information.</li> <li>Travelling Flag Book used to see what clubs are doing.</li> <li>Reminder sent to clubs to complete pages in the Travelling Flag Book.</li> </ul> Challenge: exciting current members, clubs utilizing the travelling flag book. Continue to encourage use of leadership development training on ZI website.  *New program – Reading Group via GTM for District. Encourage more participation from members, advertise more. *Working on a District Membership Evaluation. *Working on Evaluation form for clubs to evaluate their clubs – Attendees from Conference Workshop requested. *Visit clubs who are struggling with membership issues. (several in our district)
3. Utilize ZI Centennial and District 4 project for public awareness	Utilize Public Relations at district and club level for D4 Centennial project.	Excellent PR materials included in travelling flag book and website.

to recruit new members.		Challenge: make sure clubs are using PR to full extent with Centennial project.
4. Encourage increase in membership thru Golden Z Clubs, Young Professional Membership, E Club option and like-minded organizations.	Current members will encourage Golden Z Club members to join Zonta. Educate members on Young Professional membership, E Clubs.	Challenge: Continues to be difficult to have golden Z Clubs in Universities. Many young professionals are not interested in current structure of ZI. Do not have the time they feel ZI requires.  Active participation between clubs and Z clubs.
5. Maintain open communication lines with clubs.	Letter to Membership/Chair/Presidents from Membership Committee. Email/phone as needed. Encourage visits from Membership Committee.	Quarterly letters to Clubs Welcome letters D4/ZI being sent to all new members that the membership committee is informed of.  Challenge: Continues but is getting better! Relies heavily on club participation to forward names to membership. Club visitation relies on clubs to accept offer of visitation.
6. Maintain current clubs.	Keep in contact with struggling clubs by phone/email and visitation.	We have several clubs that have voiced struggles to membership committee/AD. Have been in contact with these clubs and times have been set up to visit.  Challenge: Clubs have to be willing to accept help.
7. Implementation of Individual Membership Pilot Program.	Available on ZI Website. Offer membership to previous Zonta members.	Form is available on the ZI website. Information sent to a couple of current and past members since August 2019.  Challenge: Education continues to be needed on new membership.
8. Encourage member participation at the district level.	Attendance at workshops, conference and district sponsored events. Participation between clubs with events and activities. Participation on D4 Committees.	Membership survey being worked on by committee.  Challenge: getting members excited to participate outside their club.
<b>Comments</b>	Many members continue to voice concern about being overwhelmed with Centennial activities and paperwork we ask of them. We need to streamline our paperwork. Members attending conference would like more individualized leadership training to the position they hold or will hold. Workshop 2020 will reflect this request.	

<p><b>Motion</b> This section includes the motion (s) if any for the Board to discuss and vote on.</p>	
<p><b>Rationale</b> This section includes the rationale of the motion</p>	
<p><b>Evaluation (Discussion)</b> As board member, and voice of Clubs and committees, express the pros and cons of the motion (s) presented.</p> <p>Please be clear about:</p> <ul style="list-style-type: none"> <li>• The challenge the proposal addresses</li> <li>• Stakeholders who will benefit and how</li> <li>• Added value to Zonta</li> </ul>	
<p><b>Supporting Documentation</b> List any attachments to be considered as part of this report.</p>	