

E-LEARNING MEMBERSHIP AUGUST 15, 2020

2020-2022 BIENNIUM

Transitions, Changes, & New Opportunities Accomplished Through Teamwork





COMETZ: Creating Opportunities Motivating Empowering Tomorrow's Zontians

GOVERNOR JANICE DURMIS

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MEMBERSHIP IN THE NEXT BIENNIUM

LT. GOVERNOR & MEMBERSHIP CHAIR
SHEENA POOLE

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MEMBERSHIP DISTRICT 4

As of April 30, 2020

33 Clubs

775 D4 members

Currently, the ZI online directory numbers are inaccurate.

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D4 MEMBERSHIP COMMITTEE

Committee Members

- A1 Tanya Tagwerker, A2 Dianne Sison, A3 Donna Monaco, A4 Cheri Magin, A5 Julie Kleinberger & A6 Nancy Crouthamel. SOM, Past Governor, Joanne Raymond.
- **Representatives**
 - A Rep from each area brings diversity, skills, & experiences to this committee.

Goals

- **Retention (primary) & Recruitment (secondary)**
 - Create touchpoints with clubs with a focus on three components.
 - Repurposing content; identify new resources for development.

Involvement

- D4 committees, Area Directors & clubs.
- Share content.

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MEMBERSHIP

IS MORE THAN AN ELEVATOR SPEECH

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TODAY'S OBJECTIVES

Building Club Health

Involvement with District & D4 clubs

Marketing of Zonta for membership.

COVID & Zonta

Q & A: Learning & Sharing - What do you need from D4 to help retain & build membership?



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Motivating Empowering
Tomorrow's Zontians

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CLUB HEALTH - PLANNING FOR YOUR FUTURE

Community Assessment

- Demographics, threats & opportunities.

DO YOU HAVE A HEALTHY & HAPPY CLUB?

Club Assessment

- Understanding club strengths, weaknesses & personalities.
- What kind of a culture do you want to create in your club?
- What does your club want to achieve?

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CLUB HEALTH - PLANNING FOR YOUR FUTURE

**ASK
FOR
HELP!**

Membership Assessment

- Membership gain or loss.
- Members' strengths, weaknesses & personalities.
- Talk to members – concerns & ideas, find member's “WHY” and “what's in it for me.”
- Members' personalities, WHY & What - align to tasks in club.
- Intake, current & exit surveys.
- Link to Rosita Hall's, 2018 Workshop Video.

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CLUB HEALTH – MEETINGS & PROGRAMS

Club Health – What is it?

- Using members' time wisely, professionally conducted meetings, involvement in Zonta's mission locally & globally.
- Responding to member's needs and respecting diversity of age, culture, outside responsibilities & personalities.

How to develop it?

- Identifying stumbling blocks within your club and finding solutions.

Club Meetings & Programs

- Consent Agenda
- New Opportunities

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CLUB HEALTH - CONSENT AGENDA

Consent Agenda Packages:

- Routine committee reports
- Board and Club meeting minutes
- Other non- controversial items not requiring discussion or independent action
- It is one agenda item

Supports a planned meeting

No discussion on the items included



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CURRENT MEMBER - RETENTION

Engaging Membership

Enthusiasm develops when change happens.

- **Identify** the 40 - 55 yr. old to create a bridge between generations.
- **Responding** to a member's WHY and "What's in it for Me?"
- **Engage** members in club committees.
- **Involve** members in D4 area workshops, district conferences & international convention – go as a group!
- **Recognize** member's contributions to the club.

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CURRENT MEMBER - RETENTION

D4 Online

Social: Books 'n Beverages

Learning: E-Learning & D4 Talks, YouTube Presentations & PDFs

- Generational Differences – June (Video)
- President's Training – July (Video- Engaging club members & effective meetings)
- Membership – August 15th
- D4 Talk – September 21st- Advocacy (16 Days of Activism)
- E-Learning – October 5th- Membership Personalities
- Books 'n Beverages – October 19th (*Leaders Eat Last* by Simon Sinek)
- D4 Talk – November 2nd- Amelia Earhart (Inspiration for January)

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CURRENT MEMBER - RETENTION

Summary

- Who are our “bridge” members and where will they do the most good?
- What do our members want? And how can we fulfill that need while furthering Zonta’s mission?
- Are our committees vibrant and working toward a common goal?
- Do we have a good turnout for our area workshops, district conferences and even the international convention?
- Do we recognize the accomplishments of our members?
- Can each of our members log onto the D4 website

Building a sense of belonging and community

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NEW MEMBER - RECRUITMENT

- Implement, review & act on current & exit member surveys.
- Look for diversity to enhance what your club looks like now.
- Past awardees, alumni, community partners & friends of Zonta.
- Clubs with mature members seek 40 - 55 yr. old to bridge the generational gap.
- Induct new members in groups to create a sense of support.
- Use service & advocacy partnerships to build relationships for membership development.
- Volunteer at community functions to increase club/members exposure.
- Ongoing promotion of who your club is and what you do.
 - Marketing of Zonta.

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NEW MEMBER - MENTORING

Mentorship

- Strategically link new member with appropriate mentor.

Zonta International – My Zonta ->Tools –> Leadership Development -> How To – Personal Development

- How To be a Great Mentor
 - Link to Ted Talk - Video with Kenneth Ortiz - TEDx Event
- Resources for Mentoring Program
 - Link to National Mentoring Resource Centre
- Science of Mentorship
 - Link to Shawn Blanchard |TEDxMuskegon | YouTube video

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INVOLVEMENT WITH D4 & CLUBS

Zonta Moments

- Allocate club meeting time to D4 & ZI information.
- Source: *Ask D4 Committee Chairs*, E-news, social media (follow ZI & D4), website & ZI newsletters.

D4 & ZI Online

- E-Learning & Talks, and D4 Books 'n Beverages.

Gatherings

- Area Workshops April 2021/2022, D4 Conference Sept. 2021.
- District social - when travel and interaction is possible & safe.

Zonta International Convention - Hamburg Germany 2022

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ZI LEADERSHIP DEVELOPMENT PROGRAM

ZI website -> My Zonta (login) -> Tools -> Leadership Develop Tools

- Building A Better Club
- How-to Tools
- Personal Development Tools & Mentoring

Consider using the learning sessions as a club program.



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MARKETING OF ZONTA

Members are our Ambassadors

- Elevator Speech
 - Know what you are going to say.
- Gather & post members' testimonials.

Website

- D4's being revised to align with ZI.
- Is your club's website updated & relevant?

Newsletters (club & D4)

- Share with D4, community, partners & like-minded organizations
- Promoting the success of club events, activities & projects.
- Member recognition.

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MARKETING OF ZONTA

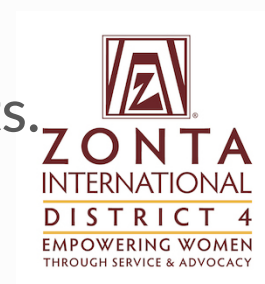
Social Media

- Online presence essential during COVID to engage new members.
- Members/club – post testimonials & activities
- D4 & Club Channels
 - What do you use?
 - Primary: Facebook
 - Potential: Twitter, Instagram & LinkedIn, Others?
 - D4 Communications Committee working on how-to content.

Free Online Programs

- Share found resources with D4.
- Canva.com - online program to develop club marketing material posters, postcards, website & social media posts.

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MARKETING OF ZONTA - WORKING IN THE COMMUNITY

Build Relationships with Like-minded Organizations

- Joint service & advocacy projects.

Involvement with other organizations

- Define purpose, identify group & in-kind opportunity.
 - Popular event: Registration -> Zonta badge, attire, display promotion
 - Monthly business group: greeter, set up meetings, run programs -> meeting influencers or connectors.

Resource Organizations

- BIA – small business centers
- Volunteer groups - Subscribe or attend events promoting non-profits & volunteer opportunities.

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MARKETING OF ZONTA – WORKING IN THE COMMUNITY

Get In Front of Your Community to Build Relationships

- **University/Colleges/High Schools – Z & Golden Z Clubs**
 - Source of volunteers for event & potential members & awardees.
 - Develop relationships with teachers/faculty.
- **Community Pages (online/print)**
 - Promotion of events, club success, recognizing members & donators/donations.
- **Identifying Influencers & Connectors**
 - Meet with them (not as potential member) for information.
 - Go to where they are – meetings & events.

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ZONTA & COVID

Excellent time to look at how your club is functioning & make plans for your future.

Meet (GTM) Online

- D4's GoToMeeting will be used for district business.
- Clubs to obtain on online meeting program.
- D4 open to discussion with clubs unable to afford program or will be using GTM infrequently.

Online Service, Advocacy & Community Projects

- Share what you are doing to continue business & service.
- Keep a presence in community.
- Build enthusiasm, connect members, socials & celebrate the 'wins.'

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ZONTA & COVID - FUNDRAISING

D4 Website Shop D4

- Promote club items to sell through the website.

Events - Online Fundraising

- District 9 online meeting
 - Skip first 15 minutes of video to avoid online meeting set up
- Lunafest - virtual option

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WORKING TOGETHER TO BUILD D4



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OPEN DISCUSSION

1. What questions do you have pertaining to the presentation?
2. What resources or actions would you like to see the D4 Membership Committee develop or employ?
3. Other questions or concerns?

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SUGGESTIONS? COMMENTS?

Please send your suggestions and comments to:

ltgovernor@zontadistrict4.org

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THANK YOU FOR YOUR PARTICIPATION!

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