

# Building Strong Clubs "Stop the Revolving Door!"

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***Current Membership Trend in District 11 is a net loss of membership, despite active recruitment of new members.***

- May 31, 2000, District 11 had 55 clubs and 1,413 members.
- May 31, 2006, District 11 had 45 clubs and 1,171 members.
- From June 1, 2005 to May 31, 2006, District 11 gained 209 new members and lost 168, for a net gain of 41 members.
- From June 1, 2006 to August 29, 2006, District gained 94 new members but lost 211, for a ***net loss of 117 members this biennium!*** (Does not include transfers to and from District 11)
- ***From June 1, 2005 to August 29, 2006, the District suffered a net loss of 76 members.*** (Does not include transfers)

**# of Clubs with  
16 to 20 members:**

Area 1 – 2  
Area 2 – 1  
Area 3 – 2  
Area 4 – 1  
Area 5 – 1  
Area 6 – 1

**# of Clubs with 15 or less  
members:**

Area 1 - 0  
Area 2 - 5  
Area 3 - 2  
Area 4 - 3  
Area 5 - 0  
Area 6 - 2<sup>1</sup>

***Zonta International Membership Goals and Objectives - 2006  
and Beyond***

- Increase membership by retaining and recruiting members who are committed to and actively working towards achieving Zonta's mission.

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<sup>1</sup> According to District 11 Treasurer's records as of August 29, 2006

Objectives:

1. Achieve an increase in membership by **1,000 members net of resignation by May 31, 2008.**
2. The members of each club represent a wide variety of occupations.
3. Increase members' commitment and engagement.

Indicators:

1. The biennium target of net membership increase is achieved.
2. The number of classifications within each club is increased.
3. Zonta International, its districts and its clubs reach their service goals and there is an increase in the number of well-executed advocacy initiatives.

Achieving "Growth" Goal

- Revitalization – 20% fewer club losses  
Address issues early when:
  - Club reaches 20 members
  - Club has large decline in one year
  - Club has declining membership over several years
- Get help from nearby or larger clubs
- Involve District OMC Committee
  
- Retention – 90%
  - Improve the Zonta experience for members
  - Enhance the value provided
  - Emphasis on Fellowship and networking
    - Large Club Survey indicates these are primary tools
  - Increased use of Membership satisfaction surveys and follow-up
    - Club surveys
    - ZI survey
    - ZI new member survey
  - Exciting, meaningful, mission-focused meetings (all levels)
  - Capitalizing on diversity

***"Growing for the Gold"*** (excerpts from the 58<sup>th</sup> International Convention)

- ❖ Zonta lost members because they thought we:
  - Were too expensive
  - Met too far away
  - Had uninteresting or long meetings and programs
  - Didn't have strong fellowship and networking opportunities

❖ Retaining Members

- Members stay when they are satisfied and participate
- Consultant Jean Roberts advises using the Participation/Satisfaction Matrix to understand each member (Under Member Resources, Tools for Clubs at [www.zonta.org](http://www.zonta.org))

❖ Improving Retention

- Improve meeting format
- location, Location, LOCATION – start clubs near work places and residential neighborhoods
- Deliver value
- Make fellowship and networking a priority
- Prevent losses; survey members

District 16 (New Zealand) surveyed its members to determine the reasons why they joined Zonta International.

- #1 Reason: Fellowship
- #2 Reason: Service

***What must clubs and Zontians do to build strong clubs?***

Enthusiastically do the following:

1. Make membership yours and your club's #1 priority.
2. Set your club's membership goal and develop a written plan.
3. Use all the Zonta resources available to you.
4. Recruit throughout the club year for ethnic and age diversity.
5. **Focus on retention!**

➤ ***Two approaches to winning:***

- ***Urgency and Desperation***
- ***Commitment***

➤ ***Which would you choose?***