

Checklist for Building Strong Clubs

Mission: A global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy.

- **All Club activities should be driven by Zonta's Mission and Objects.**

This checklist is designed as a beginning tool for clubs to use to evaluate their various membership efforts. While the items in this checklist are suggestions only, they will provide a useful framework for developing noteworthy clubs.

1. Recruitment – Should be ongoing.
2. Orientation – New members should receive an orientation within 30 days of joining.
3. Every member has leadership potential – help develop it.

Membership Checklist:

- Establish an on-going membership plan. Provide the written plan to all club members.
- Evaluate the membership plan no less than every two (2) years.
- Formally recognize new members (letter of invitation, welcome ceremony performed, biography in newsletter, press release to local media).
- Identify possible areas for recruitment using the Membership Manual.
- Club membership is age and ethnically diversified.
- Club membership has diverse classifications.
- Establish a club orientation program (includes information on history, accomplishments and goals for the club and Zonta International).
- All club members receive an orientation within 30 days of joining.
- Annually assess the health of the club's membership by using membership satisfaction surveys. These assessment tools are standardized and/or modified to fit the club's needs. (See surveys under Membership Section, www.zonta-district11.org, and the Satisfaction Matrix under Member Resources, Tools for Clubs at www.zonta.org).
- Publish the results of the membership satisfaction surveys, discuss the results and use membership's input for planning purposes.
- Assign a mentor for each new member for the first year.

- Hold regular fellowship activities.
- Reward/recognize attendance, service hours, any major accomplishments, etc.
- Assist new Zontians in attending Area Meetings, District Conferences or ZI Conventions.
- Encourage all Zontians to attend Area Meetings, District Conferences and ZI Conventions.
- Follow up with club members when they have missed a meeting.
- Notify members by phone, email, etc. of upcoming events and opportunities to participate.
- Keep members informed of District and International activities and projects.
- Use 21st century technology – regularly use email to communicate at the Club, District and International level.
- Have club projects and programs that are worthy, timely and related to Zonta's mission. (Resource: Status of Women Service Project Proposal Questionnaire, www.zonta-district11.org, Service Section).
- Choose projects and programs that appeal to the majority of club members.
- The club is receptive to change.
- Use parliamentary procedure to ensure that meetings are orderly and succinct.
- Foster an atmosphere that encourages all members to freely express their opinions and ideas. (Resource: Communications Style Survey, Membership Section, www.zonta-district11.org).
- Use committees to do the work, not general membership meetings.
- Use an exit survey to determine why members are leaving the club.
- Retain a database of former members. Use this database to notify former members of the club's special events and accomplishments.