

Connecting Members in Meaningful Ways

2010 District Conference

Does your club have a revolving door when it comes to membership? You get new excited members only to lose them in a year or two. Or you gain 2 members only to lose 3.

Why do you think that is? *Use flip chart Membership Issues*

Great quote from Maya Angelou – How do you think it relates to what we are talking about? Specifically in regards to mentoring.

Over this biennium I am going to challenge everyone to look at membership from the three “R” perspective – Recruitment, Retention and Recognition – with a focus on retention.

So let’s start with Recruitment...

Who should we be recruiting? Here is a handout that outlines the Membership Criteria for Zonta. Do any of these items surprise you?

Let’s say you find an individual who meets the criteria (or at least you think they do) and you run across them one day at the medical center. You are riding up the elevator and have only a few minutes to share your Zonta message. How will you do that? What will you say?

An elevator speech is a great thing to have in your toolbox for just such an occasion. (handout)

An elevator speech is a short description of what you do (or in this case what Zonta does) or the point you want make presented in a compressed amount of time. It’s a way to market your club.

To develop an elevator speed you need to answer five questions;

1. What is it that Zonta does? Be brief but don’t spout the mission
2. Who is Zonta’s market for membership? Think about the membership criteria
3. What is expected of members? Not too specific but involvement levels
4. Who is behind the company or organization? How did we come to be and who is or has been involved
5. Why do you believe in the organization? Share your passion

Take 10 minutes and see if you can come up with an elevator speech of your own. (Wait 10 minutes)
Share your elevator with someone sitting near you.

If your club has developed any great tools for recruiting – including recruitment event materials and ideas, marketing materials, etc. please send them to me in electronic form at tpage@habitat.org. (flip)

Moving on to Retention...

This is all about how to keep em once you get em

- Orientation
What should be included in new member orientation? Use a flip chart page to list responses
A good orientation should prepare the new member for what is to come. Everything from the club meetings, to service projects as well as the history of the club and ZI. You should also help the new member register on the ZI website and explain some if not all of the ZI Service Projects.
- Committees and Service Teams
Sign them up and put them to work immediately. You need to engage a new member right away. If they say they want to be on the service committee then the chair needs to contact them within 2 weeks of orientation and give them a job.
- Mentoring Program
Does anyone have a formal mentoring program? What does it look like?
List bullets on flip chart page
- On-going Training & Networking Ops
Make sure a new member has the dates, times and locations of the next Area Meeting (should be set this weekend), the District Conference (you will have the date and location before leaving this conference and the ZI Convention (2012 in Torino, Italy)
I have seen some clubs paying the registration for new members to attend their first area meeting, district conference or convention.
- Evaluations
New members need to see that their opinions mean something. You should be asking for feedback and including them. Just because you have always done something a certain way doesn't mean it is the best way to do it and you need to be open to the feedback a new member may give you. Survey Monkey is a great tool for evaluations or obtaining feedback. www.surveymonkey.com
- Planning
New members need to be involved in your planning process. Planning doesn't just happen once every 3 to 5 years. Clubs should be engaging their members in some sort of annual planning process and new members bring fresh eyes and ideas to the table.
- FUN!!!
You got to have some fun time scheduled so new members can get to know others in the clubs.

What are some other ways your club currently or could in the future engage new members? Put ideas on a flip chart page.

The final "R" is Recognition...

Some people think recognition is all about handing someone a certificate or plaque or sending them a nice note. Successful recognition is much more complex. It requires you to understand what motivates someone to get involved. (handout) This is a list from the Points of Light Foundation

Does anything on the list surprise you?

Remember that some people prefer private recognition rather than something in a public forum.

What are some creative ways to recognize our hard workers or those who go that extra mile? Create a flip chart list.

Thanks for your time today. I hope you found some of this helpful – remember to check the district website for samples.