

# **MEMBERS ARE ZONTA'S LIFEBLOOD**

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District 11  
Zonta International**

(Edited version of the Organization, Membership, and Classification Report to the 2004 District 11 Conference in Key West.)

ZONTA'S MEMBERS ARE THE HEART OF ZONTA, FOR WITHOUT OUR WONDERFUL MEMBERS, LIKE YOU, THERE WOULD BE NO ZONTIANS TO UNDERTAKE OUR MANY EFFORTS TO ENHANCE THE STATUS OF WOMEN. AND WE KNOW HOW MANY NEEDS THERE ARE IN THIS AREA. WE ARE ALL DEDICATED TO THIS END, AND WE RELY ON EACH OTHER TO GENERATE THE RESOURCES TO ACHIEVE IT. WE, THE MEMBERS, PROVIDE PERSONAL EFFORTS AND TIME, CREATIVE IDEAS, ENTHUSIASM, FUNDRAISING, PLANNING BOTH LONG TERM AND SHORT, LEADERSHIP, AND MANY OTHER FUNCTIONS AND SKILLS ABSOLUTELY NECESSARY TO ACHIEVE OUR DESIRED END --- ENHANCING THE STATUS OF WOMEN.

OUR ACHIEVEMENTS, AS YOU CAN SEE, ARE DIRECTLY PROPORTIONAL TO OUR RESOURCES, WHICH IS YOU, OUR ZONTIANS. SO IT FOLLOWS, THAT WITH MORE ZONTIANS AND MORE CLUBS, WE CAN DO MORE FOR THE WOMEN IN OUR COMMUNITIES AND THE WORLD. SO MEMBERSHIP IS ABSOLUTELY CRITICAL TO ACHIEVING OUR DESIRED ENDS. IT MUST BE OUR NUMBER ONE FOCUS --- IN OUR DISTRICT --- IN OUR AREAS --- IN OUR CLUBS --- AND IN OUR INDIVIDUAL MINDS.

IN ORDER TO ASSIST CLUBS IN RECRUITING MORE SERVICE-MINDED WOMEN, ZONTA INTERNATIONAL (ZI) AND DISTRICT 11 HAVE PROVIDED US WITH HELPFUL TOOLS AND RESOURCES FOR ENHANCING OUR MEMBERSHIP:

1. ZI HAS FIRST ESTABLISHED **GROWTH GOALS FOR ALL CLUBS AS FOLLOWS:**

<b><u>CLUBS WITH</u></b>	<b><u>BIENNIAL GOAL</u></b>
<b>20 OR FEWER MEMBERS</b>	<b>25 MAY 05 AND 30 MAY 06</b>
<b>21-25</b>	<b>30</b>
<b>26-30</b>	<b>35</b>
<b>31-35</b>	<b>40</b>
<b>36-39</b>	<b>45</b>
<b>OVER 40</b>	<b>5% GROWTH</b>

ALL CLUBS ARE ENCOURAGED TO ADOPT THESE MEMBERSHIP GOALS AND WORK ACTIVELY TOWARDS THEM.

THE MOST IMPORTANT PART OF THE NEW ZI MEMBERSHIP STRATEGY IS TO PROVIDE PROFESSIONAL MEMBERSHIP AIDS SO EACH CLUB CAN REACH ITS GOAL. LET ME LIST SOME OF THE MEMBERSHIP RESOURCES THAT HAVE BEEN DEVELOPED FOR YOU AT THE INTERNATIONAL LEVEL AND THEN TELL YOU WHAT WE ARE DOING IN THE DISTRICT.

2. ZI HAS DEVELOPED A PLANNING TOOL FOR MEMBERSHIP CALLED THE **CLUB MEMBERSHIP PLAN**. IT IS IN YOUR CONFERENCE PACKET AND HAS BEEN SENT TO YOUR PRESIDENTS. IT IS DUE NOVEMBER 1 TO ME. PLANNING IS ABSOLUTELY CRITICAL TO GAINING NEW MEMBERS. WITHOUT A PLAN, THERE IS NO GUIDE FOR ACTION AND NOTHING HAPPENS. THE PLAN MUST COME FIRST.

3. ANOTHER WAY ZI IS HELPING US IN OUR MEMBERHSIP EFFORTS IS TO DEVELOP A NUMBER OF MEMBERSHIP TOOLS AND POST THEM ON THE ZI WEBSITE. TO ACCESS THEM, YOU GO TO *MEMBER RESOURCES, TOOLS FOR CLUBS AND DISTRICTS*, THEN *'MEMBERSHIP*.

THERE YOU WILL FIND VARIOUS RESOURCES AS FOLLOWS:

- A **CLUB SELF-AUDIT**, TO MEASURE THE HEALTH OF YOUR CLUB.
- FROM DISTRICT 3 A **COOKBOOK FOR GROWING CLUBS**, THAT GIVES YOU IDEAS ON HOW TO RECRUIT NEW MEMBERS OR START A NEW CLUB.
- A **MEMBERSHIP PARTICIPATION/SATISFACTION MATRIX** FOR MEASURING HAPPINESS WITH THE CLUB BY INDIVIDUAL MEMBERS
- THE **MARIAN DE FOREST MEMBERSHIP AND CLASSIFICATION MANUAL** WHICH HAS LOTS OF IDEAS FOR RECRUITING NEW MEMBERS
- SOON A NEW **MEMBERSHIP RECRUITMENT TOOL KIT** WILL BE POSTED WITH MORE TOOLS.
- THERE IS ALREADY A **NEW PR TOOLKIT** ON THE WEBSITE THAT IS EXCELLENT FOR LETTING PEOPLE KNOW ABOUT ZONTA.
- THERE ARE ALSO SUCCESS STORIES, OTHER CLUBS' MEMBERSHIP STRATEGIES, AND MEMBERSHIP FORMS ON THIS AREA OF THE ZI WEBSITE.

ZONTA INTERNATIONAL IS RESPONDING TO OUR NEED FOR PROFESSIONAL ASSISTANCE IN THE AREA OF MARKETING OURSELVES TO OTHERS AND RETAINING MEMBERS OF A PROFESSIONAL ORGANIZATION.

WITHIN DISTRICT 11, WE HAVE ALSO BEEN WORKING ON ASSISTANCE FOR CLUBS AS FOLLOWS:

4. **LEADERSHIP DEVELOPMENT TRAINING** FOR CLUB OFFICERS HAS BEEN DEVELOPED BY PIP RUTH WALKER, PDG LOLLIE HARPER, AND OTHERS. IT WAS PRESENTED AT A NORTH AMERICA SUMMIT CONFERENCE LAST YEAR AND MOST RECENTLY TO YOUR DISTRICT BOARD AT GOVERNOR INA'S URGING. YOUR AREA DIRECTORS RECEIVED THIS LEADERSHIP TRAINING AND IN TURN WILL BE TRAINING YOUR CLUB BOARDS. A KNOWLEDGEABLE AND CAPABLE CLUB BOARD IS CRUCIAL TO PROVIDING LEADERSHIP FOR A HEALTHY CLUB.

5. I CHAIR THE **DISTRICT OMC COMMITTEE** WHICH INCLUDES YOUR VICE AREA DIRECTORS (VAD), WHO ARE  
VICE AREA 1 DIRECTOR SHARON GARY,  
VICE AREA 2 DIRECTOR DEBRA TURNER  
VICE AREA 3 DIRECTOR SHELLY OLKEY  
VICE AREA 4 DIRECTOR GRETCHEN WILLIAMS  
VICE AREA 5 DIRECTOR ADA ATRESINO  
VICE AREA 6 DIRECTOR SUSAN DUNN

THE VADS ARE IN CHARGE OF CONTACTING CLUBS REGARDING MEMBERSHIP ISSUES, PROVIDING ASSISTANCE TO YOU WITH REGARD TO MEMBERSHIP, AND KEEPING ME INFORMED OF CLUBS' MEMBERSHIP EVENTS AND THEIR OUTCOMES. THEIR FIRST TASK IS TO MAKE SURE EACH CLUB IS ABLE TO COMPLETE THEIR MEMBERSHIP PLAN BY NOVEMBER 1.

3). A **MEMBERSHIP BULLETIN** WILL BE SENT TO ALL CLUBS EVERY 4-6 WEEKS, WITH MEMBERSHIP TIPS AND SUCCESS STORIES SO WE CAN SHARE SUCCESSFUL STRATEGIES WITH EACH OTHER. YOU HAVE MEMBERSHIP BULLETIN #1 ON YOUR CHAIR.

4). WE ARE ALSO ESTABLISHING A **GOLD COMMITTEES** TO REBUILDING CLUBS THAT NEED ASSISTNCE. THE COMMITTEE WILL CONSIST OF THE AD, VAD, HOPEFULLY AT LEAST ONE PERSON FROM THE CLUB IN TROUBLE, AND ZONTIANS FROM NEARBY CLUBS WHO WANT TO HELP. BUILDING OR REBUILDING A CLUB IS A BIG JOB. WE WILL BE USING A GOLD COMMITTEE TO ADD EXTRA WOMAN POWER IN THESE EFFORTS. IF YOU HAVE AN INTEREST IN RECRUITING NEW ZONTIANS, YOU CAN SERVE ON A GOLD COMMITTEE TO HELP OTHER CLUBS.

THIS IS WHAT YOUR DISTRICT IS DOING TO ASSIST CLUBS WITH MEMBERSHIP ISSUES. IF YOUHAVE ANY OTHER IDEAS, PLEASE CONTACT MYSELF OR YOUR VICE AREA DIRECTOR.

WHAT MUST CLUBS AND MEMBERS DO TO BUILD STRONG CLUBS?

YOU MUST:

1. MAKE MEMBERSHIP THE CLUB'S #1 PRIORITY.
2. COMPLETE A MEMBERSHIP PLAN BY NOV 1 AND THEN TAKE ACTION.
3. USE ALL THE ZONTA RESOURCES AVAILABLE TO YOU. CONTACT YOUR VAD, USE THE WEBSITE, ASK FOR HELP.
4. RECRUIT THROUGHOUT THE YEAR. HAVE RECRUITMENT DRIVES AND EVENTS. USE THE MEDIA TO PUBLICIZE. THESE EVENTS AND YOUR CLUB.  
IT IS VERY IMPORTANT TO RECRUIT FOR DIVERSITY. A CLUB MUST HAVE WOMEN OF VARYING AGES AND ETHNICITIES.
5. YOU MUST WORK TO RETAIN YOUR MEMBERS. FIND OUT WHAT MEMBERS WANT FROM ZONTA THROUGH MEMBER SURVEYS AND GIVE IT TO THEM. BE SURE TO SCHEDULE FELLOWSHIP EVENTS, TO BUILD FRIENDSHIPS IN THE CLUB.
6. HAVE OPEN CLUB COMMUNICATIONS. ALL MEMBERS MUST KNOW WHAT IS HAPPENING. WITH E-MAIL THIS IS EASY.
7. NEW MEMBERS MUST BE INCLUDED. ASSIGN THEM TO A COMMITTEE RIGHT AWAY. LISTEN TO THEIR IDEAS AND USE THEM. THEY WANT TO BE ACTIVE, SO LET THEM.

I WILL LEAVE YOU WITH JUST A COUPLE MORE THOUGHTS.

**MEMBERS ARE ZONTA'S LIFEBLOOD. TO ATTRACT NEW ZONTIANS AND RETAIN CURRENT MEMBERS, WE NEED BOTH PLANNING AND ACTION.** PLANNING WITHOUT ACTION IS MEANINGLESS, BUT ACTION WITHOUT PLANNING IS POINTLESS. TOGETHER PLANNING AND ACTION WILL GIVE US THE MEMBERSHIP RESULTS WE WANT. THEY WILL ENABLE US TO BRING TO OUR ZONTA CLUBS THE WOMEN WHO ARE WAITING TO BE ASKED TO JOIN US AND WILL ALLOW US TO KEEP THE WONDERFUL ZONTIANS WE ALREADY HAVE.