

**ZONTA INTERNATIONAL
DISTRICT 11 2005 CONFERENCE
Atlantis, Paradise Island, Bahamas**

September 23, 2005

ORGANIZATION, MEMBERSHIP, & CLASSIFICATION REPORT

LIEUTENANT GOVERNOR BEA WEAVER

GOOD MORNING!

**GOVERNOR EDENS, INTERNATIONAL DIRECTOR BRUNO, MRS NASH-FERGUSON,
ZONTIANS AND GUESTS,**

ORGANIZATION, MEMBERSHIP, & CLASSIFICATION IS THE HEART OF ZONTA, FOR WITHOUT WONDERFUL, ENTHUSIASTIC MEMBERS, LIKE ALL OF YOU, OUR MANY EFFORTS TO IMPROVE THE LIVES OF WOMEN WOULD NOT BE. IN THIS BIENNIUM, WE HAVE DISCOVERED YET ANOTHER NEED, THAT OF TRAFFICKED WOMEN. BY WORKING TOGETHER, WE ACHIEVE WHAT NONE OF US COULD DO ALONE, AND WE ATTACK PROBLEMS LIKE MODERN DAY SLAVERY. ZONTIANS PROVIDE CREATIVITY, RESOURCES, LABOR, AND LEADERSHIP TO ACHIEVE OUR DESIRED END---ENHANCING THE STATUS OF WOMEN.

IT ALL STARTS WITH US---ZONTIANS. WITH MORE ZONTIANS, WE WILL HAVE HEALTHIER AND STRONGER CLUBS. WITH LARGER CLUBS, WE WILL BE ABLE TO ENHANCE THE LIVES OF MORE WOMEN IN OUR COMMUNITIES. WITH MORE ZONTIANS WE WILL BE ABLE TO HELP MORE WOMEN AROUND THE WORLD.

SO CLEARLY INCREASING OUR MEMBERSHIP MUST BE OUR NUMBER ONE FOCUS --- IN OUR DISTRICT --- IN OUR AREAS --- IN OUR CLUBS --- AND IN OUR PERSONAL DEDICATION TO ZONTA.

I AM HERE TODAY TO REPORT TO YOU ON THE STATUS OF MEMBERSHIP IN ZONTA'S DISTRICT 11. THERE IS GOOD NEWS AND BAD NEWS. FIRST LET'S LOOK AT THE MEMBERSHIP TRENDS FROM YOUR PINK HANDOUT LABELED *MEMBERSHIP TRENDS*. LOOKING AT MAY 04 VS MAY 05, WE SEE THAT DISTRICT 11 MEMBERSHIPS DECREASED BY 69 AND WE LOST 2 CLUBS. LOOKING AT WHERE WE ARE THIS MONTH, SEP 05, YOU CAN SEE THAT MEMBERSHIP DROPPED BY AN ADDITIONAL 64 SINCE MAY 31, EVEN THOUGH A NEW CLUB WAS FORMED

OUR PROBLEM IS THAT WE ARE NOT RETAINING MEMBERS. WHILE WE ARE STILL RECRUITING NEW MEMBERS, WE ARE LOSING ZONTIANS AT AN ALARMING RATE. THIS YEAR WE HAVE GAINED 124 NEW ZONTIANS, BUT LOST 188. I REPORTED SIMILAR STATISTICS LAST YEAR. OBVIOUSLY, WE MUST START DOING THINGS DIFFERENTLY.

IS THERE ANY GOOD NEWS?

A. YES. THERE IS EVIDENCE THAT CLUBS ARE WORKING TO INCREASE MEMBERSHIP:

<u>CLUBS</u>	<u>2003-2004</u>	<u>2004-2005</u>	
MEMBERS INCREASED	9		15
SAME NO. OF MEMBERS	5		4
MEMBERS DECREASED	33 CLUBS		28

28 IS NOT GOOD, BUT IT IS BETTER THAN 33.

B. MORE POSITIVE NEWS---THE NUMBER OF CLUBS WITH LESS THAN 20 MEMBERS HAS DECREASED BY 4: FROM 22 CLUBS TO 18 CLUBS. (18%) THIS IS A STATISTIC THAT ZI FOLLOWS CLOSELY, BECAUSE IT IS AN INDICATOR OF CLUB HEALTH AND VIABILITY. ZI REQUIRES NEW CLUBS TO START WITH A MINIMUM OF 20, AS FEWER NUMBERS MEAN A WEAKER CLUB AND LESS CHANCE FOR SUCCESS. I'D LIKE THE MEMBERS OF THESE FOUR CLUBS TO STAND, PLEASE: THE ZONTA CLUB OF BLUFFTON IN AREA 2, ZONTA CLUB OF MELBOURNE IN AREA 4, ZONTA CLUB OF SAN JUAN IN AREA 5, AND THE ZONTA CLUB OF BONITA SPRINGS IN AREA 6. LET'S GIVE THEM A HAND.

C. THIRDLY, THERE HAS BEEN A RESOUNDING SUCCESS WITH THE DISTRICT'S NEW CLUB, THE ZONTA CLUB OF TOP OF THE BAY. THIS CLUB WAS STARTED BY ITS PRESIDENT MARY FLETCHER AND IS LOCATED NORTH OF TAMPA BAY IN FLORIDA. MARY STARTED ORGANIZING IN DECEMBER OF LAST YEAR. THE CLUB WAS CHARTERED ON AUGUST 2, 2005, WITH 25 MEMBERS AND NOW HAS A TOTAL OF 32 NEW ZONTIANS. .MARY FLETCHER, PLEASE STAND UP AND ACCEPT OUR HEARTFELT THANKS FOR SHOWING DISTRICT 11, THAT THERE ARE DEFINITELY WOMEN OUT THERE WHO WANT TO JOIN ZONTA. LET'S GIVE HER A BIG ROUND OF APPLAUSE.

SO WHAT DO WE MAKE OF THIS MIXTURE OF GOOD AND BAD NEWS? IT SHOWS US THERE IS WORK TO BE DONE IN BUILDING OUR DISTRICT'S CLUBS, SO THEY CAN DO THE WORK OF ZONTA.

WHAT IS THE DISTRICT DOING FOR MEMBERSHIP?

1. WE HAVE SET A GOAL FOR DISTRICT MEMBERSHIP. ON THE BOTTOM LINE OF THE MEMBERSHIP TRENDS HANDOUT YOU WILL FIND OUR DISTRICT'S GOAL, AN INCREASE IN MEMBERSHIP OVER LAST YEAR. ON THE BACK ARE **SUGGESTED CLUB MEMBERSHIP GOALS**. SUCCESS IN ANY UNDERTAKING STARTS WITH A GOAL AND A PLAN. (SEE HANDOUT)
2. IN ADDITION THIS YEAR WE ARE SENDING AN **EXIT SURVEY** TO THOSE MEMBERS WHO DID NOT RENEW IN MAY. IT IS IMPORTANT TO FIND OUT WHY ZONTIANS LEAVE. THERE MAY BE THINGS THAT CAN BE CHANGED TO ENTICE THEM BACK OR TO ATTRACT OTHERS.
3. WE ARE ADDING **CLUB MEMBERSHIP CHAIRS** IN THE DISTRICT OMC COMMITTEE. THIS SHOULD INCREASE COMMUNICATION THROUGHOUT THE DISTRICT AND ENCOURAGE A STRONGER FOCUS ON MEMBERSHIP.
4. STARTING AT THIS CONFERENCE, DISTRICT 11 IS AWARDING THE **ROSA E. FIOLE CLUB MEMBERSHIP AWARD**. THIS IS FOR THE CLUB IN EACH AREA THAT HAS THE GREATEST PERCENTAGE INCREASE IN MEMBERSHIP OVER THE PAST YEAR. IT WAS MADE POSSIBLE BY DR. ROSA E. FIOLE, A DEDICATED ZONTIAN, WHO HAS PROVIDED FUNDS TO THE DISTRICT FOR THIS PURPOSE. EACH WINNING CLUB RECEIVES A \$200 CONFERENCE CREDIT FOR REGISTRATION AND OTHER FEES, IN ADDITION TO A TROPHY WHICH IT KEEPS FOR A YEAR. WILL DR. FIOLE PLEASE STAND UP? LET'S SHOW HER OUR APPRECIATION WITH A BIG ROUND OF APPLAUSE. THANK YOU, ROSA.
5. TO STRENGTHEN OUR CLUBS, WE WILL BE CONTINUING **LEADERSHIP DEVELOPMENT TRAINING** FOR CLUB OFFICERS. THIS IS DONE BY OUR AREA DIRECTORS. THIS IS IMPORTANT BECAUSE A KNOWLEDGEABLE AND CAPABLE CLUB BOARD IS CRUCIAL TO PROVIDING LEADERSHIP FOR A CLUB.
6. WE WILL BE CONTINUING WITH **MEMBERSHIP BULLETINS** WHICH WILL BE SENT TO ALL CLUBS PERIODICALLY, WITH MEMBERSHIP TIPS AND SUCCESS STORIES, SO WE CAN SHARE STRATEGIES THAT WORK. YOU HAVE MEMBERSHIP BULLETIN #4 ON YOUR CHAIR. IT DESCRIBES THE NEW "**LENGTH OF MEMBERSHIP AWARD**" FROM ZONTA INTERNATIONAL FOR THOSE ZONTIANS WITH OVER 30 YEARS OF SERVICE TO OUR ORGANIZATION. DISTRICT 11 HAS 43 ZONTIANS WHO QUALIFY FOR THIS AWARD. WE ARE ENCOURAGING EACH CLUB TO APPLY FOR ITS MEMBERS. THERE IS MORE INFORMATION IN THE BULLETIN ON HOW TO DO THIS.
7. WE ARE ESTABLISHING A **DISTRICT STRATEGIC PLANNING COMMITTEE FOR MEMBERSHIP**. PAST GOVERNOR BEVERLY DUFF HAS GRACIOUSLY AGREED TO BE THE CHAIR. BEV, WOULD YOU PLEASE STAND. IF SHE APPROACHES YOU TO BE ON THIS COMMITTEE, PLEASE DONATE YOUR TIME AND IDEAS. THE TASK OF THIS IMPORTANT COMMITTEE WILL BE TO CREATE A DISTRICT MEMBERSHIP PLAN FOR THE NEXT 2 BIENNIUMS, THAT IS, THROUGH 2010.

WHAT MUST CLUBS AND ZONTIANS DO TO INCREASE MEMBERSHIP?

I AM ASKING YOU TO **ENTHUSIASTICALLY** DO THE FOLLOWING:

1. MAKE MEMBERSHIP YOURS AND YOUR CLUB'S #1 PRIORITY.
2. SET YOUR CLUB'S MEMBERSHIP GOAL AND DEVELOP A PLAN.
3. USE ALL THE ZONTA RESOURCES AVAILABLE TO YOU.
4. RECRUIT THROUGHOUT THE YEAR FOR ETHNIC AND AGE DIVERSITY.
5. ABOVE ALL FOCUS ON RETENTION. WE NEED ALL OUR ZONTIANS IN ORDER TO RETURN TO OUR PREVIOUS MEMBERSHIP LEVELS.

IN THE LAST 5 YEARS, DISTRICT 11'S MEMBERSHIP HAS DECREASED BY EXACTLY 25%.

MEMBERS ARE ZONTA'S LIFE BLOOD.

LET'S REBUILD OUR DISTRICT!

THANK YOU!

**ZONTA INTERNATIONAL
DISTRICT 11**

MEMBERSHIP TRENDS

MAY 2002 TO SEPTEMBER 2005

AS OF	MEMBERS	MEMBERS		CLUBS		CUMULATIVE % LOST^a	
		LOST/GAINED		CLUBS	LOST/GAINED	MEMBERS	CLUBS
31 May 02	1,243			51	-		
31 May 03	1,230	-13		50	1	-1%	-2%
31 May 04	1,199	-31		47	3	-4%	-8%
31 May 05	1,130	-69		45^b	2	-9%	-12%
17Sep 05	1,066	-64^d		46^c	1	-14%	-10%
31 May 06 <u>GOAL</u>	?	+?				?	?

^aCompared to 1243 members and 51 clubs as of 31 May 2002

^bThe Zonta Clubs of Bradenton and Nashville disbanded.

^cA new club, the Zonta Club of Top of the Bay, was chartered on August 2, 2005.

^dTwo clubs had not paid their dues as of this date.

(September 17, 2005)

SUGGESTED CLUB MEMBERSHIP GOALS

2005-2006

These goals will stop our membership drain and grow our clubs!

	MEMBERSHIP as of September, 2005	May 31, 2006, GOAL
1.	Clubs of 20 or more members	10% Increase
2.	Clubs with 16-19 members	Get to 20 members total
3.	Clubs with 10-15 members	Add 3 members
4.	Clubs with less than 10 members	Get to 10 members total
5.	All clubs	100% retention of current Zontians renewed on June 1

RESOURCES TO HELP YOU REACH YOUR CLUB'S GOAL

Club members/ZI referrals

Club Membership Chair

Club officers

Area Directors

District 11 Organization, Membership, and Classification Committee:

- Vice Area Directors
- Lieutenant Governor

District 11 Website – Membership Section:

- District Membership Resources, to include
 - Membership Bulletins
 - Membership Plan form
 - Field Service Request Procedures and Form
 - Members Survey

Zonta International Website – Member Resources –Tools for Clubs:

- Membership Planning
- Recruitment
- Models for Success (includes Highlands County, FL)
- Manuals: Organization and Extension
Marian de Forest Membership and Classification
Manual