

## Zonta District 11 Membership Bulletin #5

### ZI MEMBERSHIP STRATEGIES

Welcome to the new club in District 11, the **Zonta Club of the Top of the Bay**, located in Oldsmar, Florida, on Tampa Bay. Zontian Mary Fletcher was the organizer, and she has passed on some of the strategies that helped her recruit 32 women for her new club. One of the new Zontians, Donna Sheehy, wrote a press release saying local executives were forming a new Zonta Club. The St. Petersburg Times ran it in January. They held a wine and cheese event for about 8-10 women. Past District Governor Mary Gregory was a guest, and she told the women about Zonta International.

Mary Fletcher started a beautiful newsletter right after this, sending it to all who attended. In February she had another wine and cheese social at a local country club. As the press release information kept being published, she kept receiving inquiries and sent the newsletter to those interested. This was a glossy newsletter with lots of color photos---very impressive. The women kept joining, even after Mary reached the 20 required by ZI for a new club.

Mary designed her own letter to prospects and used the newsletter as her marketing tool. She says the country club is a great place to meet, with a very good price for dinner. Her club has women from all age groups with a variety of professions, which is just perfect for a Zonta club. Mary says they are all on the same page when it comes to helping women in their area.

If you would like to contact **Mary Fletcher, President of the Zonta Club of Top of the Bay** (Area 4), her email is [mfletch3@tampabay.rr.com](mailto:mfletch3@tampabay.rr.com). Her members and board are being installed by Governor Ina Edens on October 15, 2005. Congratulations to all!

### Success Story from Area 5

Both retention and recruitment are the keys to a strong Zonta club. The **Zonta Club of San Juan** has recruited 15 new members this year. In addition, all of last year's members renewed their membership, giving this club a 100% retention rate and an 88% increase in membership. Congratulations, San Juan, on your successful recruitment and retention of Zontians! Contact President Araceli Ortiz de Latimer at [zontasanjuan@juno.com](mailto:zontasanjuan@juno.com) for information on how they achieved these accomplishments.



#### District 11 OMC Committee: Contact Information

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