

Zonta District 11 Membership Bulletin #6

REACHING OUT TO PROSPECTIVE ZONTIANS

Membership Bulletin #5 described how women were successfully recruited for the Zonta Club of Top of the Bay. A major factor was the professional use of a press release and a newsletter that was published after each Membership Tea, with photos of the attendees and information about Zonta. Obviously this impressed a number of women, as Top of the Bay has 32 members in less than a year!

Promoting ourselves is critical to helping others perceive the importance of Zonta. That is how we communicate to women who may be interested in joining a Zonta club, in addition to one on one encounters. To help clubs in this process of promoting themselves, ZI has put the *Public Relations Toolkit: How-to Guide for Zonta Clubs* on its website. This valuable tool will give any club's membership and public relations committees many useful ideas for reaching out to prospective Zontians. And it is free!

Does your club do press releases? Would you like to develop a PSA (Public Service Announcement)? Do you need some ideas for the club website? Can your club use some tips for generating publicity? How about your brochure? If you don't have one, you need one; if you have one, you may want to make it more interesting. For all of these ways of communicating and more, you will find critical information in the *Public Relations Toolkit*.

Membership and PR go hand in hand. So log on to the ZI website, look under Member Resources, click on Public Relations under Tools for Clubs, and see how easy it is to promote your club and Zonta to prospective Zontians and your community.

Success Story from Area 6

Dr. Shari Ogilvie, Membership Chair of the Zonta Club of Bonita Springs, writes "The best advice I can give to other clubs is for their chapter to join their local chamber of commerce and as a group start attending the Chamber's events and start recruiting women of all age ranges." Her club has averaged 5 guests per month for Jan-Oct 05. This club inducted 7 new members in July and 7 more in October. Congratulations, Shari and the Bonita Springs club! You can reach Shari at backsinaction@aol.com.



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