

Zonta District 11 Membership Bulletin #7

GROWING PAINS: KEEPING NEW ZONTIANS

New Zontians keep our Zonta clubs alive. A review of the last seven years of District 11's membership numbers show that a new member is most likely to leave Zonta International (ZI) in her first three years as a Zontian. While some women do move to another location, most new Zontians stay where they lived when they joined. So it is up to each club to make sure that its members, especially those new ones, are finding their ZI membership meaningful, satisfying, and enjoyable. Here are four proven strategies from Zonta clubs that are successful in maintaining their membership levels:

- **Have an Active Service Program:** Women become Zontians because they want to give back to their communities through meaningful service to other women. This is the purpose of ZI, as service to advance the status of women is our means of improving their lives.
- **Hold In-Depth Orientations for all New Members as soon as possible:** New members should have clear expectations before they join ZI, and then be oriented to the club and its specific activities soon afterwards, so they know what to expect and what is expected of them.
- **Establish a Mentoring Program:** At least for the first year, a new member should have a mentor/big sister. This Zontian would get to know the new member and guide them through the year by answering questions, offering suggestions and advice, and possibly meeting the new Zontian for lunch, thus building a relationship between her and the club.
- **Provide Fellowship Activities:** Personal relationships are important to women. By planning activities that give Zontians a chance to get to know other Zontians better, a club is giving its members another reason to continue in Zonta International.

Success Story from Area 1

Congratulations to the Zonta Club of Mobile which is working to double its size! This club started with 17 members and scheduled a membership drive for January 24. Invitations were mailed to 250 women using names obtained from the Chamber of Commerce. The club now has 12 new members and 10 others who say they are interested in joining. For more information, contact President Sylvia Roberts at sroberts@altimassolutions.com.



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