

INSIDE THIS ISSUE

- 1 **Membership Survey Update**
- 1 **Current Membership Statistics**
- 2 **Classification** FAQ's by Glenne Harding
- 2 Improving **Retention** by Emiko Ohga
- 2 Growing Our World—**New Countries** by Annette Binder
- 3 Making Zonta **Attractive to Young Members** by Annette Binder
- 3 Recruit for **Retention—The Long View** by Maxelyn Tudman
- 4 New Clubs—**Are You Keeping a Secret?** by Marie-Hélène Mallet
- 4 Resolve to Revitalize—**How are We Doing?** by Tebbie Clift

**ACTION ITEM:  
 CLUB DUES ARE PAST DUE. PLEASE PAY NOW!**

## Progress Toward Goals

*How Are We Doing after One Year?*

Glenn Harding  
 ZI OMC Chairman 2006-2008

Goal by 31 May 2008	At 31/05/07
Membership = 33,460	<b>31,809 *</b>
New Countries = at least 4	<b>0</b>
New Clubs = at least 50	<b>13 *</b>
New Members/New Clubs = at least 1,100	<b>295 *</b>
New Members/Existing Clubs = at least 6,600	<b>2,922*</b>
Recruiting Rate = at least 10% annually	<b>9.9%*</b>
Lost Clubs = fewer than 40	<b>25 *</b>
Lost Members in Lost Clubs = fewer than 200	<b>235 *</b>
Lost Members in Existing Clubs = fewer than 6,500	<b>3,608*</b>
Retention Rate = at least 90%	<b>88.2% *</b>
Percent of Clubs that Grow = at least 80%	<b>16.5% *</b>
Clubs with 20 or fewer members = fewer than 150	<b>437 *</b>

\* Items are "off track" and will need extra attention if we are to achieve our goals.

World-wide membership decline is 626 members (1.9%) since 31 May 2006.

We have 13 new clubs; at this pace we will fall far short of our goal of 50 new clubs. These clubs, have on average 23 members which is larger than the 22 members forecast. Starting larger new clubs helps ensure their success.

We have gained 2,922 new members in our existing clubs while losing 3,608. At this pace we will reach not our goal of 6,600 new and 6,500 lost by the end of the biennium.

25 clubs have disbanded. We must redouble our rejuvenation efforts in order to lose fewer than the 40 projected. The lost clubs are larger than in the past with an average of 9.4 members instead of 5. We have already lost 35 more members in the first year of the biennium than we projected for the entire 2 years!

Our Retention rate at 88.2% is below our goal of 90% which will mean higher losses than anticipated unless we can understand the reasons for these losses and decrease them.

Only 17% of clubs have grown since 31 May the number with 20 or fewer has increased from 434 to 437. ♦

## Membership Survey Update

**Full Results Soon**

Glenn Harding  
 ZI OMC Chairman 2006-2008  
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At press time for "Membership Matters", the analysis of our Membership Survey was close to completion by PSRC, our survey vendor. Results should be ready for review *and action* by Clubs and Districts before the end of September. We are later publishing our findings than we had hoped. The major reason is the large number of responses received (over 10,000—1/3 of our membership) which has taken a longer time to process than we had anticipated. We also had some surveys received after the deadline which had to be incorporated into the results. All Districts and all larger countries were well-represented in the survey which will mean more significant and actionable results. We appreciate clubs' and members' time and money to complete and send the surveys. ♦

# Classification FAQ's

Glenn Harding  
ZI OMC Chairman 2006-2008  
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Recently, there have been some questions about the current classification system. Below are some FAQ's (Frequently Asked Questions) about the system. Information can also be found at [Zonta.org](http://Zonta.org) under Tools for Clubs/Membership.

Q1. When did we begin to use this classification system?

A1. 2003. We have used several other classification systems before this one. Changing from one system to another is time-consuming, expensive, and confusing for clubs and for Headquarters.

Q2. What is the source of the current system?

A2. The current system is based on the **International Standard Classification of Occupations of the International Labor Organization**. Many countries have similar systems. Those of the UK, USA, Japan, Sweden, and Australia/New Zealand were used in compiling our list resulting in an independent numbering system and use of local terms for descriptions. It was modified to eliminate occupations not-qualified for Zonta membership. The Classification of Occupations is **based on qualifications and skills required** for the particular occupational group. This system was adopted to make it easier to find Zontians with specific skills for service on International and District Committees and to enhance member networking.

Q3. What steps should one take to classify a prospective member?

A3. Look for an occupational description in the A-Z Index list that appropriately describes (or is synonymous with) the occupation of your prospect. Use that occupation description and code for her/him. Occupation means what people do in their day-to-day jobs; it may, require discussion with the prospect to determine what s/he does on a day-to-day basis. It is not a "Position or Job Title" although, sometimes, these are synonymous. Occupations with many sub-specialties such as teachers may be more easily searched in the numerical listing. Teachers, as an example, include the entire 24xx series of occupations entitled "Education Professionals". Notice that the code for many of the specialties is the same—all pre-school, for example, are 2411, while primary are 2412, and secondary, 2413. To see the organization of the code listing, use the "Category Code List" showing the major, sub-major, minor and unit groups. If the actual occupation of your prospect is missing from the list, use the full description of the occupation of your member e.g. Music Teacher (Volunteer). All of these listings are available on the ZI web site (Member Resources / Tools for Clubs / Membership Recruitment and Retention / Classification). The ZI list is updated periodically using queries to the OMC Chairman about "missing" descriptors. "Missing" descriptors should, thus, be reported, not ignored.

Q4. What if I still can't find an appropriate classification?

A4. Contact your District OMC Chairman. If she is unable to help, she will contact the ZI OMC Chairman to determine an appropriate classification or recommend an addition. Denise Conroy, ZC Brisbane East, helped develop and install the current system and is an expert on its use; she can help with more difficult situations.

Q5. Must all members be classified?

A5. Yes. However, members who have been in Zonta for 5 years or more are "classified for life" and can retain their classification after changing jobs, retiring, or moving their *active* membership from one club to another. If a member with fewer than 5 years of service changes occupations, s/he should change their occupational code. ◆

# Improving Retention

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Ed. Note. Emmy's husband is ill. Please keep her in your thoughts. Our Retention, while below goal, is better than at any time since we began keeping computer records in the 1999 - 2000 year. Congratulations! ◆

# Growing Our World

## *New Clubs in New Countries*

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Do we need a more strategic approach to grow into new countries?

Historically we enter a new country opportunistically, when a member has relationships and is willing to lead the club founding efforts. This approach has resulted in Zonta being presently represented in 68 countries. The Soroptimists are in about 120 countries and Rotary in about 168, indicating interesting growth potential for Zonta as well. Concluding from these figures the International OMC Committee has recommended to the ZI Board to add a strategic element to expanding into new countries. The Board agreed on its April 2007 meeting!

Zonta would like to expand into all countries where there is sufficient population of professional and executive (classifiable) women with the financial means to be members of Zonta, where there is potential for at least 2 clubs in the country (in order to avoid isolated single clubs), where issues relative to women's status in the country can legally and effectively be addressed by a non-governmental service and advocacy organization whose mission is to advance the status of women. The country should have a stable government which adequately provides for the safety of its citizens, should allow transfers of monies in US dollars to the United States regarding membership dues and financial contributions to the Zonta International Foundation, and allow "normally regulated" travel into and out of country. We would favour countries where human rights and freedom are extended by law regardless of gender but we may choose to enter a country if we believe that we can influence the advancement of women's rights which do not currently exist...

A more strategic approach means to review non-Zonta countries, suggest specific target countries, investigate appropriate "home" districts, recruit SOM chairs, obtain objective data to qualify countries with respect to their "readiness" for Zonta and identify resources needed. After ZI Board approval for "Entering a New Country" and the "Authorization of a New Club", formation of the new club can start. A monitoring period of 4 years after charter will ensure its growth and support the formation of more Zonta clubs in that country.

A more strategic approach for Zonta growing into new countries will continue using the individual connections of our members to build Zonta throughout the world - please see the online-campaign established at our [zonta.org](http://zonta.org) web site since January 2007: "Use Your Connections to Grow Zonta Worldwide"! ◆

*Ed. Note. Annette attended the recent D18 Conference to lead a workshop on making Zonta attractive to younger members. Here is her report on that Conference.*

### How To Make ZONTA Attractive To Young Members

Workshop at the District 18 Conference in Lagos - Nigeria, 9 May 2007

“Meetings must be well planned, time management must be brought into play, less talk and more action”!

These are some significant statements made by the forty participants of District 18 (comprising Senegal, Sierra Leone, Ivory Coast, Ghana, Burkina Faso, Togo, Benin, Nigeria, Cameroon, South Africa) who, during the District Conference in Lagos, had worked on the issue “A Recipe for recruiting young members: How to make Zonta attractive to young members”. As a current member of the International OMC Committee I had been honoured to prepare and facilitate this workshop.

Still in the plenary, I opened discussions asking: “Why did you join ZONTA?”. Some Zontians recalled that they had felt delighted being regarded as qualified to join this club of well-recognized ladies in their town. After I had given some more food for thoughts about various aspects that may add to the attractiveness of ZONTA today we split into 2 groups (10 French and 30 English speaking Zontians).

Mentoring of new members, leadership qualities of Zonta officers and networking opportunities were thought to be essential to attract young women to ZONTA. More regular training for all the members in order to improve their knowledge about our organization was believed to result in better commitment and more interesting club life. Clubs should select local service projects beneficial to their societies, meet at places easily accessible for all the members, encourage individual support to active members who may need financial assistance - these were additional statements during discussion. Participants agreed that loyalty and respect between leaders and members, and also sensitivity and friendship offered from the existing to the new members are of fundamental importance. It was said “Allow the young member to speak” meaning that new members right from the beginning needed to be involved in club activities in order to keep them committed and to prevent them from dropping out after few years.

Aren't these statements made by our African Zontians most probably true throughout the ZONTA world? Let's strive to make ZONTA the most attractive service organization of choice! ◆



## Recruit to Retain

### Taking a Longer View of Recruiting

Maxelyn Tudman  
ZI OMC Recruiting Sub-Committee and  
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If you have ever recruited someone for employment, you will know the cost of appointing the wrong person. Not only the effort put into the recruitment process, but the training, and then the buoying them along during their employment. Then shortly afterwards they leave? What a personal and, in the case of an employee, financial cost. You have to start all over again. Therefore is it relevant, that there should be more effort made to recruit quality candidates for Zonta membership? What checking do clubs do in respect of a prospective member? So often we hear how difficult it is for a member to afford the dues? Well maybe as life changes that could be so, but initially should we be assured that a prospective member can afford the dues?

What questions do we ask when persuading them to join Zonta, or are we too busy doing the “sell” of Zonta to think about determining what she wants out of Zonta membership or could contribute to the club?

What other organisations does/has she belong(ed) to? Were they a participative member, and made a difference with their efforts to that organisation? Were these volunteer or professional body organisations? There is a difference in the motivation to belong. Are they still a member? Does that mean she would have time for Zonta? Or is she just collecting “memberships” for her CV? What is she looking for herself? Is it networking for her business, or is it for the service aspect and the friendships she may make? Although Zonta networks may sometimes assist a member’s business, it should not be the primary reason to join Zonta.

Is this the reason our attrition in the first four years of membership is so high? World wide the figure is 49%. That is, nearly half of our new members leave within the first four years of membership. What a huge cost to Zonta, and members get concerned about administration costs at ZI HQ increasing? So maybe it is in our hands to reduce that attrition by recruiting Zontians as if we were to be employing them. We should make sure that they will “work in well” with our other club members, and that they are there for the service and the fellowship. Service is our mission and drives our goals.

Also do we set expectations for our new members?

There is the commitment of club, board and committee meetings. Taking leadership roles in the future, and why wouldn't she in the future, if you posed this question before recruitment? The need to support projects particularly fund raising, and other financial obligations such as dues, attendance at functions, the selling of tickets, and what time may be required to fulfill these commitments. The new ideas we want them to contribute to make the club more vibrant.

Should we ask them to consider the Zonta International Foundation should be supported by them and make Zonta their favourite charity with individual donations?

And – as most Zontians are introduced through friends, what will she be able to do to assist her own club to grow with the introduction of quality women from her own networks?

So are we able to reduce our attrition in clubs (particularly in the early stages of membership)? It may be time to re-look and rethink our recruitment processes!! ◆

## New Club Building

### Are You Keeping a Secret?

Marie-Hélène Mallet  
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Europe Liaison  
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Actually on the Zonta International website you can see we have – as of 16 May 2007 - 19 new clubs in formation

### [Zonta Clubs In Formation](#)

These are proposed new clubs in development that have been authorized by the District Governor and are being Sponsored, Organized and Mentored (SOM) by a SOM Committee.

But from District OMC Chairmen involved in the process of organizing new clubs and Governor's reports we know that many more new clubs are being worked on in Districts.

We would like to get feedback from the "Tree Nursery" of Clubs in organization, share the progress, know "how it is going", meaning how many members are currently involved and (roughly) when the project will be successfully completed, ie when they will be ready to charter.

Please don't wait until you are fairly certain that a club will be formed before sending the form to HQ.

Share Your Hopes and Successes! We want to hear from YOU!

Please share them with OMC Committee "Organizing a New Club"  
Send it to me [pm-mh.mallet@wanadoo.fr](mailto:pm-mh.mallet@wanadoo.fr)

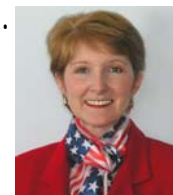
Thanks much



## Resolve to Revitalize...

### How Are We Doing?

Tebbie Clift  
ZI OMC Revitalization Sub-Committee and  
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A former mayor of New York City used to ask on a regular basis, "How Am I Doing?" He wanted to know how he was doing as mayor - how the city was doing. And, knowing New Yorkers, he received feedback, both good and not so good. He looked at statistics and reports, but most importantly, he "listened" and then acted on the feedback.

As a new year begins in the 2006-2008 biennium, I ask, "How Are We Doing?" and "Are We Listening?"

- \* "How is your club doing with "revitalizing" its membership?
- \* Have new ideas been sought, shared and tried?
- \* Have you taken ownership of your district and club membership goals?
- \* Are you listening to your members?
- \* Is your club in need of new life and strength?

Membership growth is an important expectation of Zonta Clubs. Each club is responsible for maintaining adequate membership for on-going operations. Each member has a responsibility to keep our clubs *alive and well* so that we fulfill our mission – to provide local and global service that contributes to advancing the status of women and girls. That is why we joined Zonta. Our clubs are vital contributors to our communities, no matter how large or small.

### Resolve to Revitalize - Are We Listening?

Are we really listening to our membership? What do our members and potential members say? Are we handling our time efficiently in our meetings, making the most of what we do in our committees, selecting local service that is meaningful to members? Do we adhere to our goals and our mission? Is every member involved and included? By listening carefully to our members, we should be able to answer the question, "How Are We Doing?"

### Resolve to Revitalize - Membership Tools

Does your club need a jumpstart with revitalizing its membership? To assist with this effort, ZI has a variety of membership resources and tools for districts and clubs. The key is where to find them – visit the ZI web site [www.zonta.org](http://www.zonta.org) and browse **Member Resources**: 1) **Tools for Clubs** - Membership, Recruitment and Retention and 2) **Tools for Districts** - Organization and Extension.

### Club Revitalization Assistance

Districts may determine that some clubs are too weak to grow on their own. Funds for these activities are expected to be provided by the clubs and by the District. However, when there is *extraordinary need* for help with club growth, Zonta International is prepared to help in a modest way with a maximum U.S. \$1,000 grant to the District for a specific effort.

Note that two forms are needed for a Club Revitalization Assistance project. The first is an application for assistance. It should be completed by the District OMC Chairman, with District Board approval, and sent to the ZI OMC Chairman, Glenne Harding, for consideration. The second is to report on the results of effort once the project once completed. It, too, is completed by the District OMC Chairman and sent to the ZI OMC Chairman, Glenne Harding. Refer to Tools for Districts – Organization and Extension on the ZI web site.)

The beginning of the second year in the biennium is a perfect opportunity to bring new life and strength to your club. And don't forget to ask, "How Are We Doing?" ◆