



# Make the *commitment*



## **RECRUIT, RETAIN, REJUVENATE**

*"...meeting numbers for the sake of meeting numbers is not on our agenda...We want and need to grow to strengthen our ability to serve."*

**Glenn Harding, Chairman, Zonta International Organization,  
Membership and Classification Committee**



## **ARE YOU MEETING YOUR GOALS?**

At the start of the biennium, Governor Mary Ann Tarantula asked District 3 clubs the following:

- What are your club's goals for the coming year? For the biennium? Are you concentrating on recruiting new members? Will you be working to retain the members you already have? Will you be rejuvenating your club committees and will you be open to new ideas?

### **How is your club doing?**

Our membership goals for the biennium are:

- Grow our membership by 10%, net of resignations through effective recruitment, retention and revitalization.
- Encourage each club to develop an environment which is accepting and considerate.
- Enhance the value we deliver to our members through effective delivery of education and information through Spring Workshops and Conferences.

- Encourage all members to recruit qualified members with diverse experience.
- Rejuvenate clubs by offering District 3 resources for mentoring and leadership training
- Encourage all club members to make the connection to Zonta International and encourage club leaders to report on Zonta International programs and progress.

As the District 3 Lt. Governor and OMC Chair, I am a resource for your club. Please let me know how I can be of assistance.

Email or call me if you have questions or need help at 201-363-1332, or [ekaro@nj.rr.com](mailto:ekaro@nj.rr.com).

**Ellen Karo, District 3 Lt. Governor**

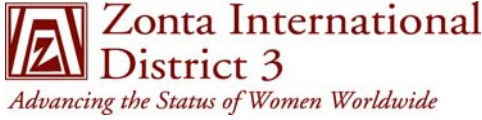
## **CONFERENCE 2007**

### **"Honoring the Past-Envisioning the Future"**

I hope to see you at Conference 2007. An exciting program has been planned by Governor Mary Ann Tarantula and the Conference Committee. There is so much to be learned and enjoyed. The conference will re-energize and prepare you for the biennium ahead. September 28<sup>th</sup> - 30<sup>th</sup>.

**BE THERE!**

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## IDEAS FOR MEMBERSHIP

Many clubs in the District have planning sessions over the summer planning for the next year of the biennium. Since membership is supported by the entire club, plan one or two **ZINGs** and strategize how to recruit, retain and rejuvenate. This should be a part of the agenda.

- ❖ Projected goals should be determined based on realistic attainable numbers.
- ❖ Plan program meetings that will interest potential members.
- ❖ Develop flyers and information sheets featuring service projects and various club awards that will interest potential members.
- ❖ Have information about your club available for prospects.
- ❖ After a prospect attends a club event, follow up with a thank you note or a query as to whether they are interested.
- ❖ Consider a display board for your club to promote programs and service projects.
- ❖ Begin a mentoring process for new members.
- ❖ Plan and conduct a new member's orientation.

## MEMBERSHIP STATISTICS

As of April 15, 2007

# of Clubs in District 3		34
# of Members	Area 1	191
	Area 2	232
	Area 3	178
	Area 4	<u>275</u>
<b>Total Members</b>		<b>876</b>
# of Clubs < 20	Area 1	2
	Area 2	2
	Area 3	3
	Area 4	<u>3</u>
<b>Total Clubs with less than 20</b>		<b>10</b>

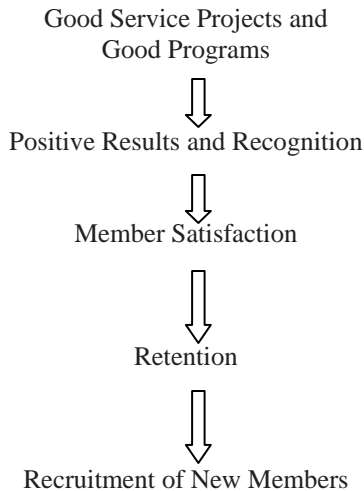
**VISIT OUR DISTRICT WEBSITE**  
[www.zontadistrict3.org](http://www.zontadistrict3.org)

We are trying to make the District 3 website more user friendly so you will visit often.

Clubs are invited to send membership success stories and items of interest for the website to Nancy Patrissi, District Public Relations and Communications Chair, to add to the District website. Sharing good ideas, successful ZINGs, and other items is another way to help your sister Zontians for increased and successful membership.

### Membership Formula

There is no perfect formula but this seems to work:



**Are you registered on the Zonta International website? If not, do it today. There is a world of information waiting for you.**  
[www.zonta.org](http://www.zonta.org)



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## MEMBERSHIP TOOLS FROM ZONTA INTERNATIONAL WEBSITE

There are many available items on the Zonta International website for clubs to use for membership:

### Membership Planning:

- Zonta Club Self-Audit
- Club Membership Planning Tool
- Jean Robert's Participation & Satisfaction Matrix

### Recruitment:

- Sample Membership Brochure
- Zonta Club of Denver Fact Sheet
- Prospective Member Questionnaire
- Prospective Member Referral

### Retention:

- 10 Ways to Keep Your Members- Zonta Club of Conejo Valley

### Models for Success:

- A Cookbook for Growing Clubs "Soup to Nuts" - District 3
- Porterville, California
- Johnson County, Texas
- Uppsala, Sweden
- Highlands County, Florida
- Jefferson City, Missouri

### Manuals:

- Marian de Forest Membership & Classification Manual
- Organization & Extension Manual

## MEMBERSHIP GOALS NEED "PURPOSE"

SOURCE: TEAM RESOURCE CENTER at [www.team-creations.com](http://www.team-creations.com)

Do you want to know the word that has the greatest influence on a team's (club's) success? The word is **"Purpose."**

Some of you might argue for the words "vision, mission, or objective." Let me tell you what Webster has to say, and then you can decide if the word "purpose" works for you.

The dictionary includes these definitions:

- Something one intends to get or do; intention; aim
- 2. The object for which something exists or is done; end in view.

Finding its purpose helps a club answer very practical and critical questions such as:

- What are we trying to accomplish?
- How will we know if we've succeeded?
- What is the impact of failure?
- Who is the team's customer?

Teams (Clubs) that answer these questions are miles ahead of the competition. Those that don't know these answers are facing a future filled with frustration, waste, delays, and probable failure.

So what should a good purpose look like? It has at least three characteristics:

1. it's **Clear**
2. it's **meaningful**
3. it's **measurable**

If a **purpose is clear**, you should hear similar responses to the questions listed earlier from each team (club) member.

The **purpose should be meaningful** for the organization. Somebody needs to care whether or not the team (club) fulfills its purpose. Finally, **a good purpose is measurable.**

