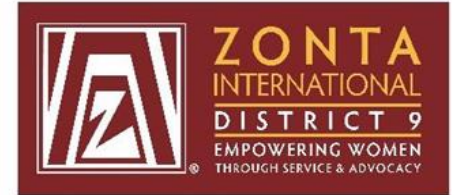


## Zonta District 9 – 5 Keys to Membership Growth



### Retention

- Conduct efficient meetings
- Offer interesting programs
- Provide quality service and advocacy projects
- Consider adding a member mentor/mentee program to your Club

### Recruitment

- Good community public relations (including up-to-date website and social media)
- Make guests feel welcome and develop handy prospective member tools
- Have a follow-up plan for prospects
- Prepare your club for recruitment and develop members to invite qualified candidates; target diversity and needed skills
- Schedule regular recruiting event(s) and/or make any event a recruitment opportunity
- Promote the Young Professionals Classification

### Engagement

- Both new and existing members MUST be engaged in Zonta
- New members need information, welcoming, onboarding, support, and mentoring
- Assess Club members to gauge buy-in (use informal check-ins, club surveys or strategic retreats)
- Encourage members, especially new ones, to attend area meetings, conferences and convention

### Leadership

- Encourage all members to join a committee and ensure diversity amongst committee/board members
- Allow members opportunities to step up to leadership
- Utilize Zonta's online Leadership Program modules
- Groom members for future roles by creating vice/understudy positions (i.e. - Vice Treasurer)
- Start a new club in a nearby community

### Recognition

- Provide recognition both formally and informally
- Celebrate Club achievements
- Thank members via email or in-person
- Publicly recognize member's efforts
- Recognize length of membership in your club