*Zonta District 9 – 5 Keys to Membership Growth*

*Club Assessment Worksheet*

The worksheet below is designed to enable clubs to review their current status under the “5 Keys” actions.

* Using a 1-5 scale, 1 being low (we do not currently do this) and 5 being high (we are a worldwide example of near perfect implementation of this action in a Zonta Club), rate your club on the following items.
* To best identify the items your club would like to work on, also rate where the club *wants* to be on the 1-5 scale in the next column.
* Finally, add in significant action items for how the club will move the needle towards this goal.
* Plan to create a follow-up date to review progress towards goal.

|  |  |  |  |
| --- | --- | --- | --- |
| **Action** | **Where we are** | **Where we’d like to be** | **How we’ll get there** |
| **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 |  |  |  |

Review date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reviewed/Completed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Follow-up date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_