

# Recruiting the Next Generation of Leaders

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*Racing to Connect*



**Session D, Track 3**  
**Cape Girardeau, Missouri**

## **Introduction Kimberly Keser**

- **Why I am a Zonta Member**
- **Member since 2010**
- **Nurse Practitioner**
- **Mission trips to Haiti**
- **Serving Enthusiastically**
- **Chaired Membership Committee**





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# Mission Trip Snapshot





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# ***Why Are We Here Today?***

***To grow membership within your Club.***

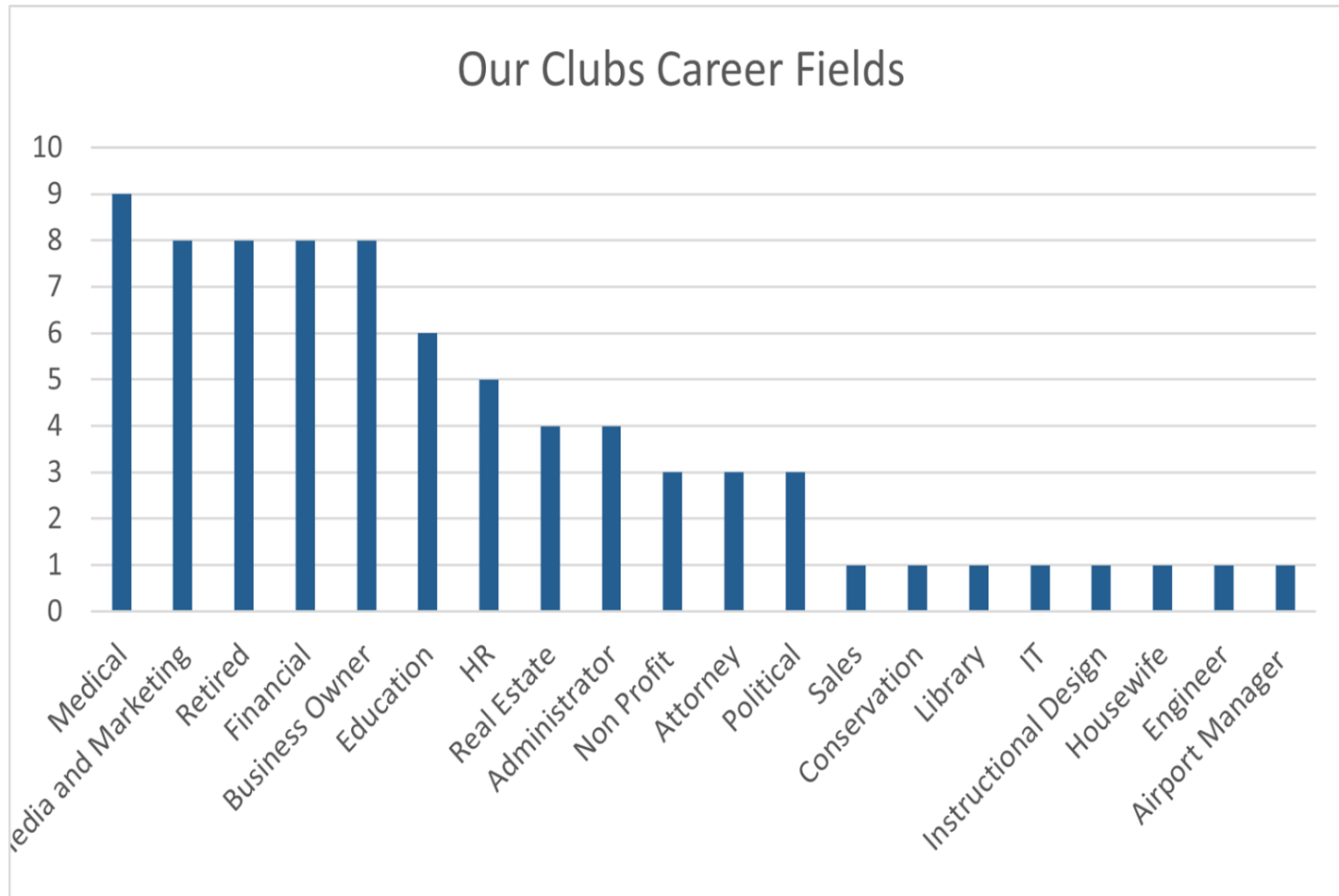
## Club Introduction

- **Location: Cape Girardeau, MO**
  - **Serving Southeast Missouri & beyond**
  - **Area 2, District 7**
- **Chartered in May 1976**
- **3 founding members still active**
- **Over 75+ members strong**





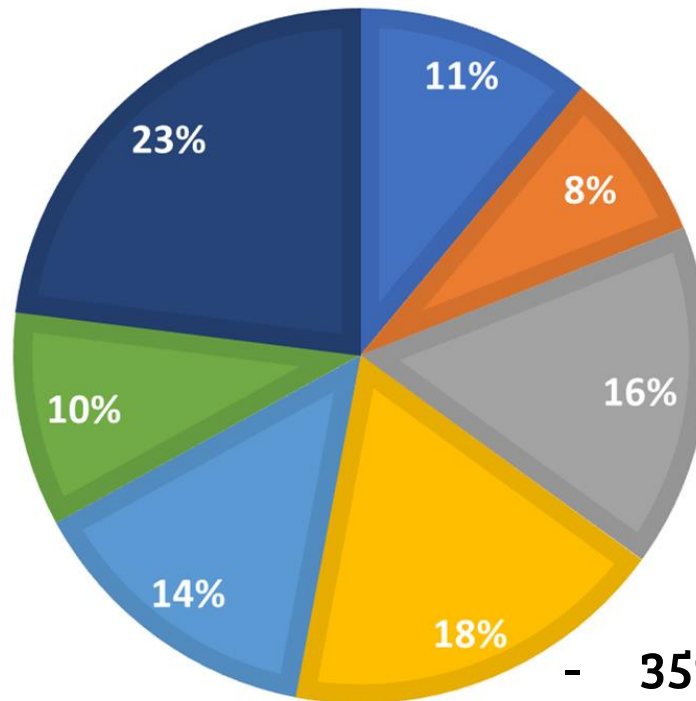
# Demographics of Our Club





## AGE BREAK OUT OF CLUB

■ 25-30 ■ 30-35 ■ 35-40 ■ 40-45 ■ 50-55 ■ 55-60 ■ 60+



- **35% of our Club is under 40**
- **77% of our Club is under 60**



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# **A look inside our Membership Approach in the Cape Girardeau Club**





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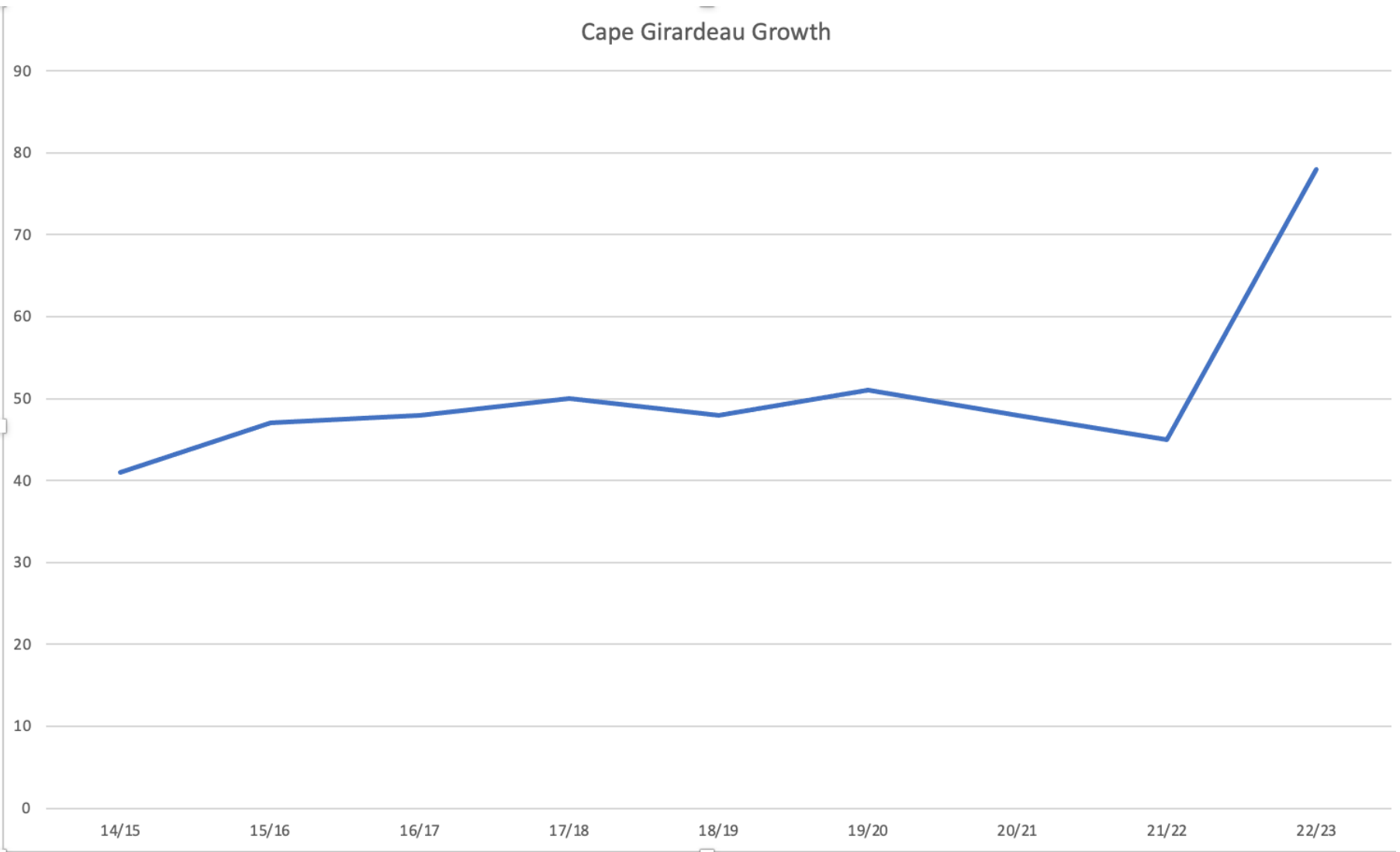


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Cape Girardeau Growth





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# **Secrets to Success**

**High Energy**

**Goal Focused**

**Operating Procedures**

**Toolkits**

**Membership- Team**

**Membership Budget**



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	<b>Zonta Membership Committee 2022-2023 Calendar</b>													
2	Officers: Jennifer Cribiez (P), Alyssa Baker (VP), Amanda Lincoln (President Elect), Lisa Cook (Treasurer), Anita Dade (Secretary), Jessica Hill (Advocacy), Dr. Cheryl Mothes (Advocacy), Linda Greaser (Finance), Dr. Jan Ruopp (Fundraising), Dr. Kimberly Keser (Membership), Julie Ann Palmer (Service), Sherrie Pawley (Service)													
3		<b>Focus Circle</b>	<b>Raffle Circle</b>	<b>Circle Meetings</b>	<b>Member Spotlight</b>	<b>New Beginnings</b>	<b>Seating Plan</b>	<b>Anniversaries</b>	<b>Inductions</b>	<b>Name Tags</b>	<b>Resignations</b>	<b>Birthday Celebrations</b>	<b>Guests</b>	
4								Per Zi date						
5														
6	<b>June</b>	SKP	No basket		Debbie Colyott, Shwetha Gohn, Susan Jackson, Megan Keeney, Billie Jo Sadler	June Attendees: 6/1/22 Hosted by Diane Howard-Tammy Beck, Lisa Cook, Kim Keser, Susan Jackson, Diane Howard, Sherrie Pawley, Julie Ann Palmer, DeAnna Arevalo, Jessica Strunk, Nancy Brown, Anita Dade, Jackie Bain, Michelle Johns, Debbie Colyott	Open	Tessy Crowell (2010), Linda Greaser (1987), Sandy Hastings (1995), Julie Ann Palmer (2017), Andrea Saechz (2016), Kathy Wolz (1987)	Lesli Pace, Christina Ragin		Sylvia Gapp, Kathy Fausett, June Moore, Della Samples, Becky Wright, Clara Kroe, Andrea Hamn	Casey Brunke (19), Casey Crowell (5), Chris Sheets (5), Nancy Browne (25), Christina Ragin, Shana Williams	Alex Seredovych, Alyssa Rue family, Leslie Washington, Rita (Libbe Kroel's mother), Dr. Sr LaBaron	
7	<b>July</b>	Emerald	Emerald		Robin Smith, Emily Obengorner, Chelsea Eaton, Linda Lee, Amanda Kight		Sit with Circles	Jatrina Amos (2020), DeAnna Arevalo (2019), Alyssa Baker (2018), Anita Dade (2019), Adrianna Henry (2019), Christina Ragin (2022), Lesli Pace (2022), Lydia Summer (2019), Megan Cattoor (2019)	Dominique Priester (NEED B-DAY)	Jean Graham, Michelle Johns, Lesli Pace, Raechel Cantoni, Tamela Randolph, Linda Lee, Jessica Strunk, Amanda Kight, Shana Williams, Christina Ragin, Chelsea Eaton, Jackie Bain, Jessica Brandon, Nancy Browne, Emily Obengorner, Debbie Colyott, Kara Clark-Summers, Bill Joe Sadler	Ann Wigganier(13), Vicki Frank (22), Naomi Newman (29), Billie Jo Sadler (31), Jackie Bain (15), Brooke Roth(28)	Kim Fuller, Mark Holop (CASA speaker), Rikar, Donna Denso Samantha Washington, Casey		
8				Text										
9	<b>August</b>	Skip d11 Networking Event	Yellow	Tasty Tid Bits 8-4 @ 5:30 PM at Paglia's	Kathy Swan, Jamie Koehler, Amy Carter, Kristy Nordin, Sherrie Pawley		Open	Lisa Cook (2021), Sandy Duncan (2021), Kimberly Keser (2010), Whitney Quick (2021)	Donna Denso	Debbie Colyott (9), Heather Cugini (18), Kathy Wolz (2), Linda Greaser (1), Mary Beth Corgan (21), Callie Welker (1)	Amanda Lincoln (3), Andrea Saechz (28), Charlotte Robinson (30), Kristy Nordin (22), Lesli Pace (27), Lisa Cook (1), Mary Greaser (17), Mary Scherer (22), Megan Cattoor (17), Sandy Duncan (15), Shwetha Gohn (14), Tonya Wells (11), Donna Dartson (20), Shannon Clapsaddle (17), Koreena Woodson (8), Melissa Miller (1)	Sarah Heuer (Vicki Frank), Pa Layton (Shwetha Gohn), Melle Vangennip (Billie Jo Sadler), H Russell (Emily Obengorner), 1 Patrol officers (Christina Rega		
10	<b>September</b>	Yellow	Blue		DeAnna Arevalo, Alix Gasser, Darryl Jenkins, Kara Clark-Summers, Diane Bauman		Sit with Circle	Donna Denso (2022), Jill Frey (2022), Jan Ruopp (1990), Koreena Woodson (2022)	Jill Frey, Koreena Woodson					
11	<b>October</b>	Red	Magenta (includes 4 Vintage Now tickets)		Heather Cugini, Casey Brunke, Jean Graham, Libbe Kroel, Jessica Brandon		Open	Jennifer Cribiez (2009), Heather Cugini (2014), Callie Welker (2014)	Melissa Miller, Marissa (Viangengh)Dirnberger					
12	<b>November</b>	Purple	Pink & Linda as individuals		Meredith Pobst, Cheryl Mothes, Sandy Hastings, Brooke Roth, Shanna Williams		Sit with Circle	Amanda Boatright (2021), Alix Gasser (2021), Alicia Dirnberger (2018), Katie Barnhart (2018), Dale Humphries (1986), Brooke Roth (2021), Kathy Swan (1991), Ann Wigganier (1991)	Heather Miller, Amber					
13	<b>December</b>	White	Auction-no basket		Whitney Quick, Dale Humphries, Jessical Hill, Vicki Frank		Open-Auction	Elizabeth Kroel (1981), Cheryl Mothes (1995), Charlotte Robinson (1989)	Sarah Garner, Toni Gonzalez (need Bday), Kathleen Mansker	Marissa Dirnberger, Amber, Prasanghanich, Koreena Woodson, Melissa Miller, Heather Miller, Donna Denso, Jill Frey	Adrienne Henry (18), Meredith Pobst (24), Sherrie Pawley (18), Sarah Garner (27), Kathleen Mansker (20)			
14	<b>January</b>	Pink	Purple		None (due to change in Venue)		Sit with Circle	Amy Carter (2020), Diane Howard (1985), Jamie Koehler (2019)	None					
15	<b>February</b>	Orange	Pink		DeAnna Arevalo, Kathy Swan, Shana Williams, Alyssa Baker, Jennifer Cribiez.		Open	Casey Brunke (2011), MaryBeth Corgan (2022), Chelsea Eaton (2022), Shwetha Gohn (2022), Jessica Hill (2021), Susan Jackson (2022), Megan Keeney (2022), Linda Lee (2022), Sherrie Pawley (2022), Meredith Pobst (2022), Billie Jo Sadler (2022), Chris Sheets (1989)	Caryl Bowles			Alicia Glauv, Dirnberger (15), Tammy Beck (25)	Ashlee Stlye, Holly Hobcock	
16	<b>March</b>	Magenta	Red				Sit with Circle	Vicki Frank (2008), Tonya Wells (2017) Mary Greaser (1976), Polly Hoben (1982), Naomi Newman (1976), Kristy Nordin (2014), Mary Scherer (1976)						
17	<b>April</b>	Blue	Orange				Open	Jackie Bain (2022), Diane Bauman (2022), Tammy Beck (2022), Jessica Brandon (2022), Nancy Browne (2022), Debbie Colyott (2022), Shanon Curry Lamb (2022), Darryl Jenkins (2022), Shana Williams (2022), Jean Graham (2022), Michelle Johns (2022), Amanda Kight (2022), Amanda Lincoln (2007), Emily Obengorner (2022), Tamela Randolph (2022), Raechel Reinltz (2022), Robin Smith (2022), Jessica Strunk (2022), Kara Clark Summers (2022)						
18	<b>May</b>	Skip	End of year- no basket				Sit with Circle (one last time)							



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## **Recruitment Process**

**New members are found many different ways:**

- **Our own influential members**
- **Local magazines/Newspapers**
- **Women of Achievement (WOA)**
- **Social Media: Including Facebook, LinkedIn, local Zonta Website, & Zonta Newsletter.**

# Importance of frequent follow-up:





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# **New Member Onboarding**

## **How to Involve new members within Zonta**

- **Make them feel included by helping them find a committee to join**
  - **Committees include advocacy, service, membership, etc**
- **Circles**
- **Pingboard**

# Pingboard

Members
Departments
Locations
Groups

**Mission & Vision**

Our Mission: Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.


Our Vision: Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, women have access to all resources and are represented in decision making positions on an equal basis with men.


In such a world, no woman lives in fear of violence.

Department ▾
Group ▾
Location ▾
Job title ▾


78 Members
Sort ▾
☰
☰
+ New




Adrienne Henry




Alecia Dirnberger





Alix Gasser




Alyssa Baker









**Easily add your people data to Pingboard** ×

Fill in your Directory by setting up an integration or importing a spreadsheet of your people data.

[Add People Data](#)


**Links** Edit

- [Zonta International](#)
- [Zonta Members Only Facebook Page](#)
- [Zonta Facebook Page](#)
- [Zonta Linked In](#)

**Applause** + New

**Introducing Multi-User Applause** ×

You can now recognize up to 10 people with a single applause!



Who has gone above and beyond recently? Applaud them to show your appreciation!

**Explore** Job title

Professor 2





# Circles

Blue Circle 👤 7	Board Members 👤 13	Emerald Circle 👤 8	Indigo 👤 5
Magenta Circle 👤 7	Orange Circle 👤 5	Pink Circle 👤 8	Purple Circle 👤 8
Red Circle 👤 8	Teal Circle 👤 6	White Circle 👤 8	Yellow Circle 👤 7



Directory > Groups >

## Purple Circle

🔍 Find someone in Purple Circle

Department ▾ Location ▾ Job title ▾

8 Members

Sort ▾  



Alyssa Baker



DeAnna Arevalo



Jan Ruopp



Kathy Wolz



Linda Greaser



Polly Holten



Raachel Cantoni



Whitney Quick



## How we make our members feel special....

- Making the meetings fun
- Member appreciation
- Others include:
  - Monthly Personalized Cookies
  - Birthday Celebrations
  - Applause, Applause
  - Member Spotlight
  - Length of Membership Recognitions
  - Retention Committee





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## **Advocacy - Donna Denson**

- **Why I am a Zonta Member**
- **Member since 2022**
- **Advertising & Marketing Professional**
- **Advocacy Chair**
- **Domestic Violence and Abuse  
Survivor and Advocate**



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# **BUILD A BETTER WORLD FOR WOMEN AND GIRLS**

This is Zonta, this is the Zonta Spirit!

# Creating a Culture of Consent

**Fact: 1 in 5 women is sexually assaulted in college.**

**Advocate through collaboration with campus groups to address sexual assault prevention & offer educational support at events:**



# Creating a Culture of Consent

- Welcome Back Picnic
- Denim Day Booth
- Denim Day Unity Walk
- Walk for Women

Provide “No Means No” window clings, stickers, lanyards, healthy vs. unhealthy relationships flyers and QR codes linking to more resources





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1-5 WOMEN  
KNOWLEDGE  
ASSAULTED IN  
2022


**CREATE A CULTURE OF CONSENT.**  
NO MEANS NO.



[CAPEZONTA.ORG](https://CAPEZONTA.ORG)



**2023 SEMO  
WALK FOR WOMEN**



# **16 Days of Activism**

## **Zonta Says No to Violence Against Women**

**Nov. 25 thru Dec. 10**

**Fact: Missouri is #6 in the nation  
for women murdered by their intimate partner**

- Mayoral Proclamation at City Council**
- “Zonta Says No” Media Blitz**
- Candlelight Vigil honoring those who lost their lives to violence & shedding light on gender-based violence**
- Orange 16 days of Activism bracelets distributed**







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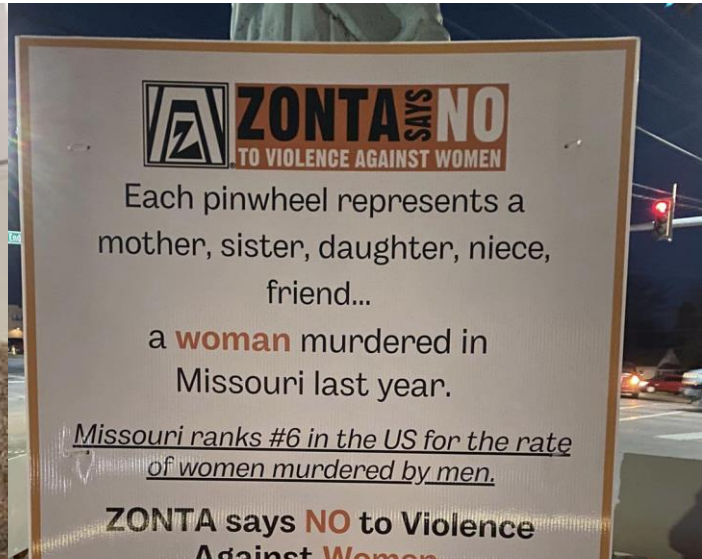


**ZONTA SAYS NO**



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## **Service- Shanna Williams**

- **Why I am a Zonta Member**
- **Member since 2021**
- **Mom, City Alderman, Parks and Rec Board member**
- **Lead Charity events for Cardinal Glennon Hospital**
- **Service Committee**



## Service Organizations supported by Cape Zonta

Funds and service hours are given to organizations that meet our mission of advancing the status of women and children locally and worldwide





# Zonta Service Partners in our Community

How service events help recruit new members:

- Zontians like to serve
- Over 20 service organizations sponsored
- Service organizations come speak at our meetings





# Zonta Service Partners in our Community

**Being Active in the Community is great publicity:**

- **Make it easy for potential new members to join you**
- **Zonta shirts and Zonta business cards**
- **Social Media - post often**
- **Zonta booth**



**Unintentional benefits:**

- **Getting to know your sisters**
- **New members get active in the club right away**





# Table Activity - Recruitment Strategy

**Please discuss with your table members:**

1. What is your Club's biggest opportunity for growth?
1. What ideas, events, or strategies does the group have to address these opportunities?

**Recap:**

1. A spokesperson from each table tell us your best 2 opportunities and how you'd address them.

**Need Help? A Cape Girardeau Zonta Club Member will be at your table to share with you!**



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# Wrap Up



# *Connect With Us*

**LinkedIn:**

**“Zonta Club of Cape  
Girardeau, MO”**

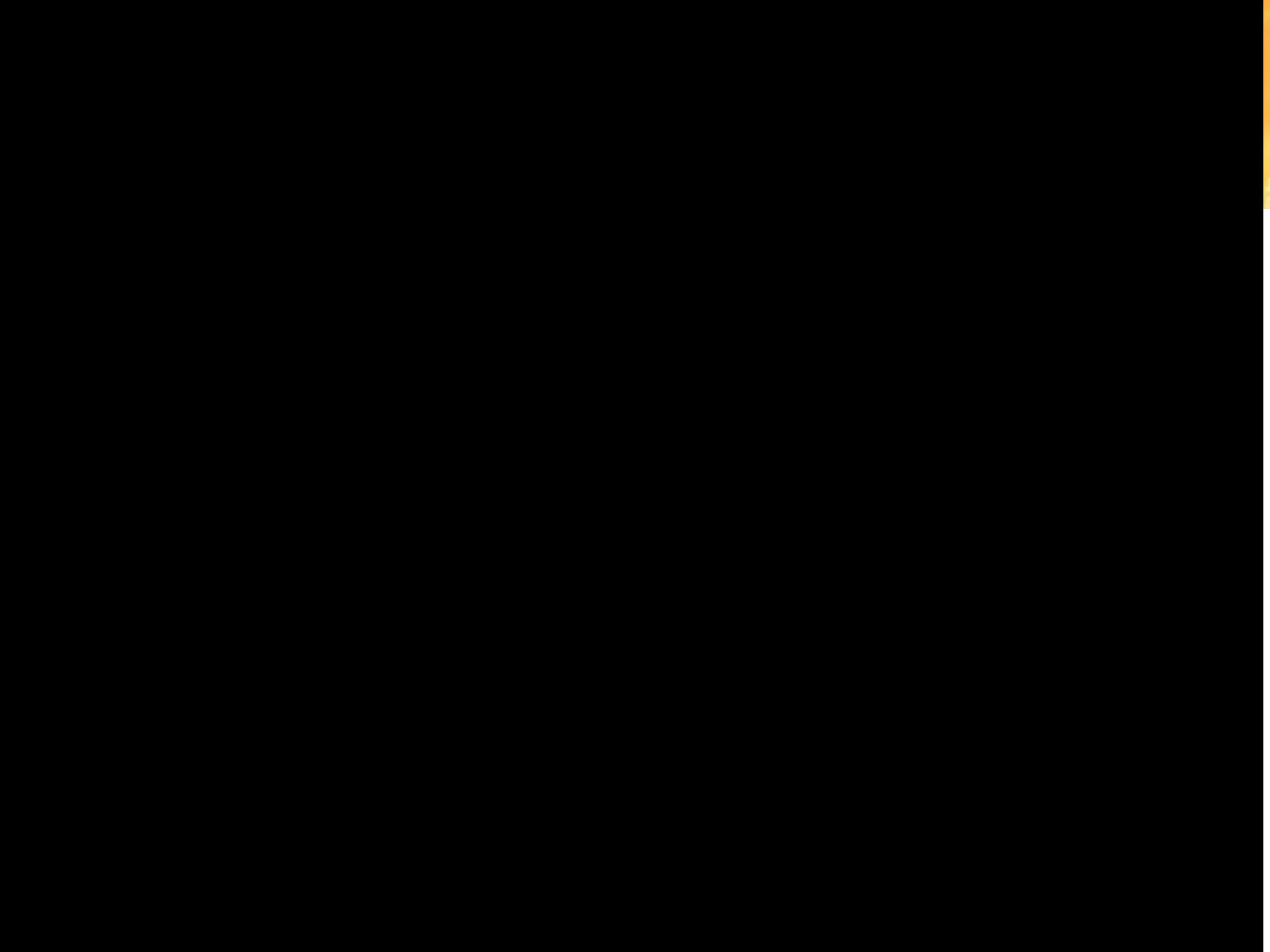


**Facebook:**

**“Zonta Club of Cape  
Girardeau Area  
Foundation”**



**QR CODES ON YOUR TABLE**





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**Thank you!**