



THANK
YOU

ZONTA MEMBERSHIP “WOW”

Presented by
Theresa Harris,
With Kimm Hrdlicka-Tigges,
July 1, 2023



CLUBS

TREND WAS LOSS OF 10-30 CLUBS A YEAR



MEMBERS

TREND WAS LOSS OF 500 – 900 MEMBERS A YEAR



MEMBERSHIP – WHAT TO DO?

We cannot proceed with membership as we did!

We must change!



Zonta Then & Now



Membership - New this biennium

Club Creators

Young Talents

Greater Diversity

Zonta Spirit

Cross Mentoring Project



Membership – Also new

Marvelous Monday Membership Moments

Membership YouTube Channel

Club Creator Page coming to ZI website

Locate a Club Feature Improved

E-Club Forum (July 12)



NEW CLUBS

2022-2024

9 Chartered
9 About to Charter
+ 30 In Formation

USA DISTRICTS

2022-2024

**ALL (BUT 2)
USA DISTRICTS
HAVE 1 OR MORE
CLUBS FORMING**



USA DISTRICTS

2022-2024

**NOT ALL STATES HAD CLUBS
NEEDED 7 MORE. DISTRICTS STEPPED UP!**

D1: Connecticut, Vermont, Rhode Island

D3: Delaware

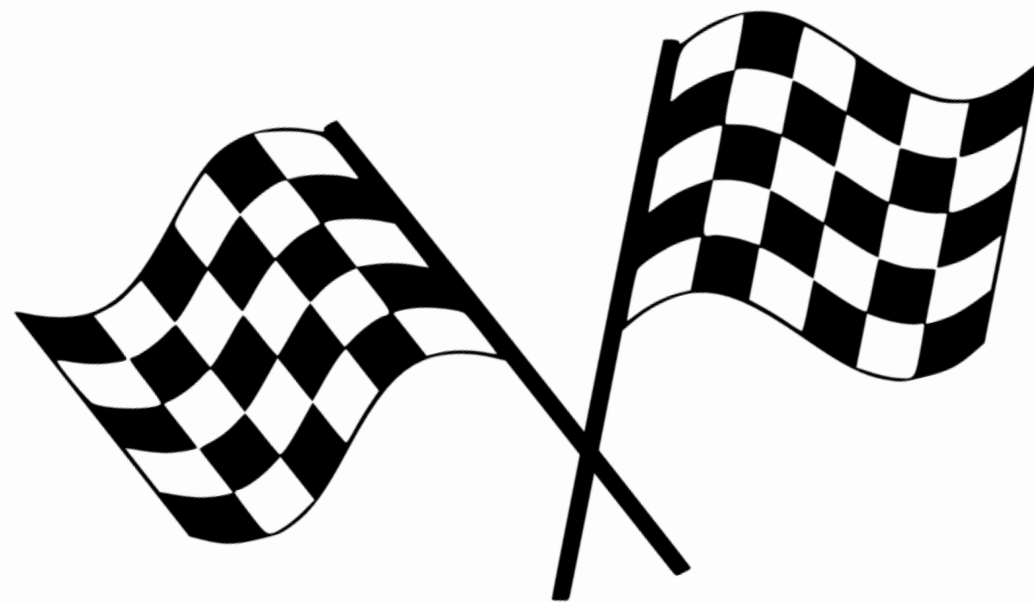
D5: W. Virginia

D7: Nebraska

D9: New Mexico

ZONTA NUMBERS AND GOALS

KIMM HRDLICKA-TIGGES, LT GOVERNOR, DISTRICT 05





Membership By the Numbers

Membership By the Numbers...

Community

Calculating Potential Members and Demographics

Membership Growth Goal Setting

Good, Great, Awesome Goals



Your Community

Let's Take Indianapolis as an Example

Take Total Population	=	882,000	
Divide in 1/2 for Underage	=	441,000	
Divide in 1/2 for Males	=	220,500	
Divide in 1/2 for Uninterested	=	110,250	
Subtract Current Zonta Members	=		50
Total # of Potential New Zontians	=	110,200	

Now Let's look at your Community...

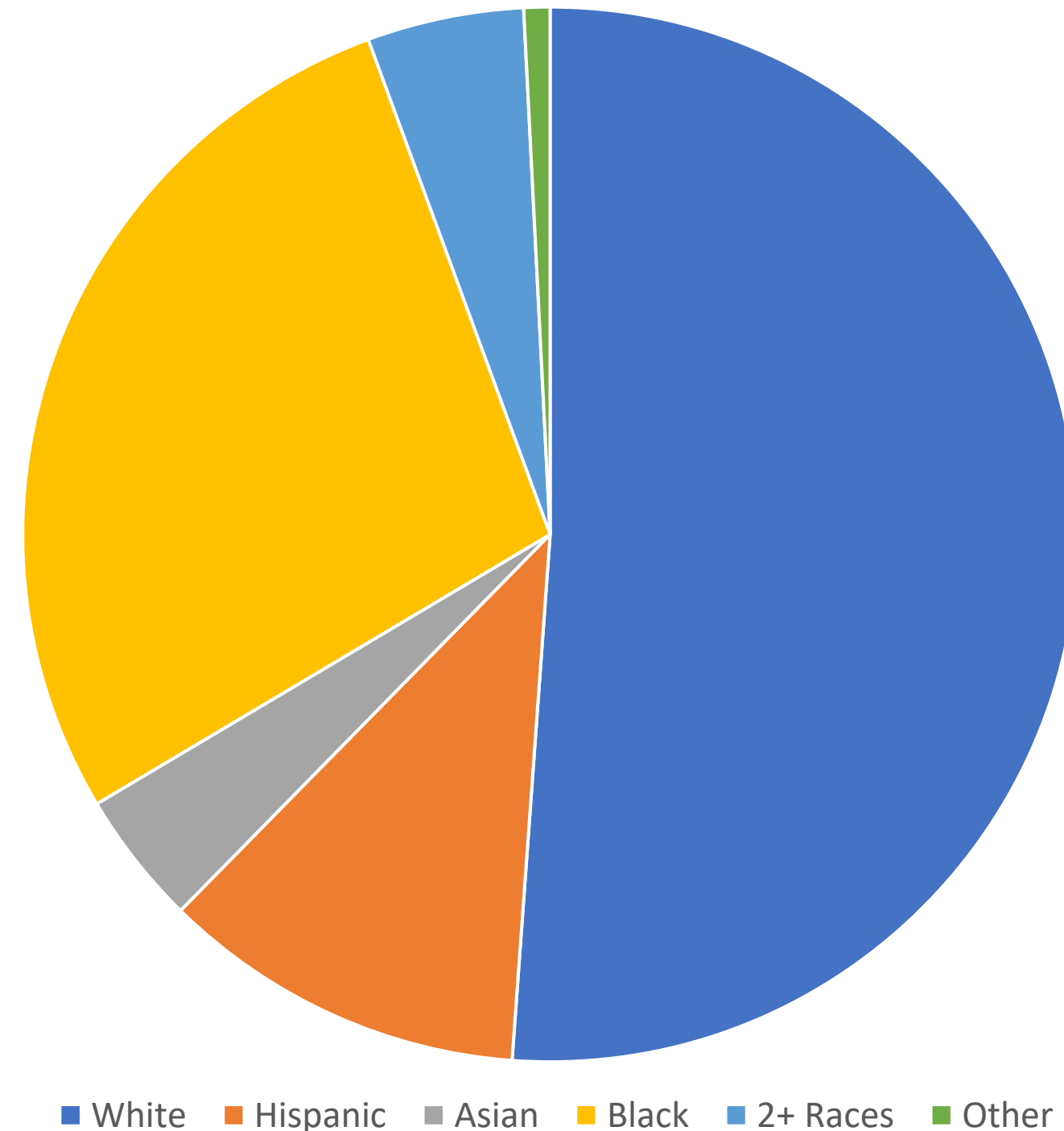


Community Demographics

Indianapolis Demographics Breakdown

Does Your Club/District mirror your community?

Race? Age? Religion?



Let's Look at District 6

D6 has 19 Clubs in
Indiana, Illinois and Wisconsin

Let's do the Math...



Population of all 3 States is 44,250,000

Divide $\frac{1}{2}$ for Underage = 22,125,000

Divide $\frac{1}{2}$ for Males = 11,062,500

Divide $\frac{1}{2}$ for Uninterested = 5,531,250

That leaves over 291,000+ Potential New Members,
per the 19 Clubs

Membership Growth Goal Setting

Set Steppingstone Goals.

Results are NET Numbers, but even a 15% growth is very doable

- * **Good Goals are Attainable (10 % - 12% Growth)**
- * **Great Goals are a Stretch (15 % Growth)**
- * **Awesome Goals are a Celebration! (20% Growth)**

Example: Oh No, More Math!

<u>Club of 20 Members</u>		
Good Goal	Great Goal	Awesome Goal
2-3 Net	4 Net	6+ or Next Level



Membership Action!

Let the Math work for your Club/District

and

Plan Techniques to Attract Members







What is WOW?

WOW has meaningful impact, is memorable.

Marketing the WOW inspires people to act (in this case, join).



**ENERGY FLOWS
WHERE INTENTION
GOES**

Create your day!





 **ZONTA NORTH AMERICAN
INTER-DISTRICT MEETING**
TEAM ZONTA
Racing to Build a Better World for Women and Girls
June 30 - July 2, 2023
Indianapolis, Indiana
Hosted by District 6

Why is Joy Important to WOW?

When we are Joyful,

Gratitude is abundant

And the WOW is easily expressed!

Today's HOW TO topics:

MEET 'EM

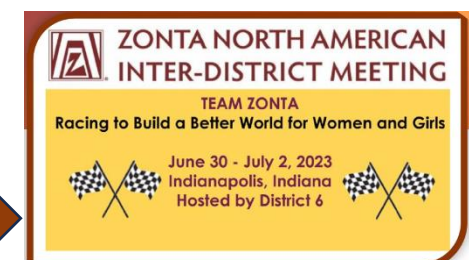
KEEP 'EM



RECRUITING ZONTIANS!

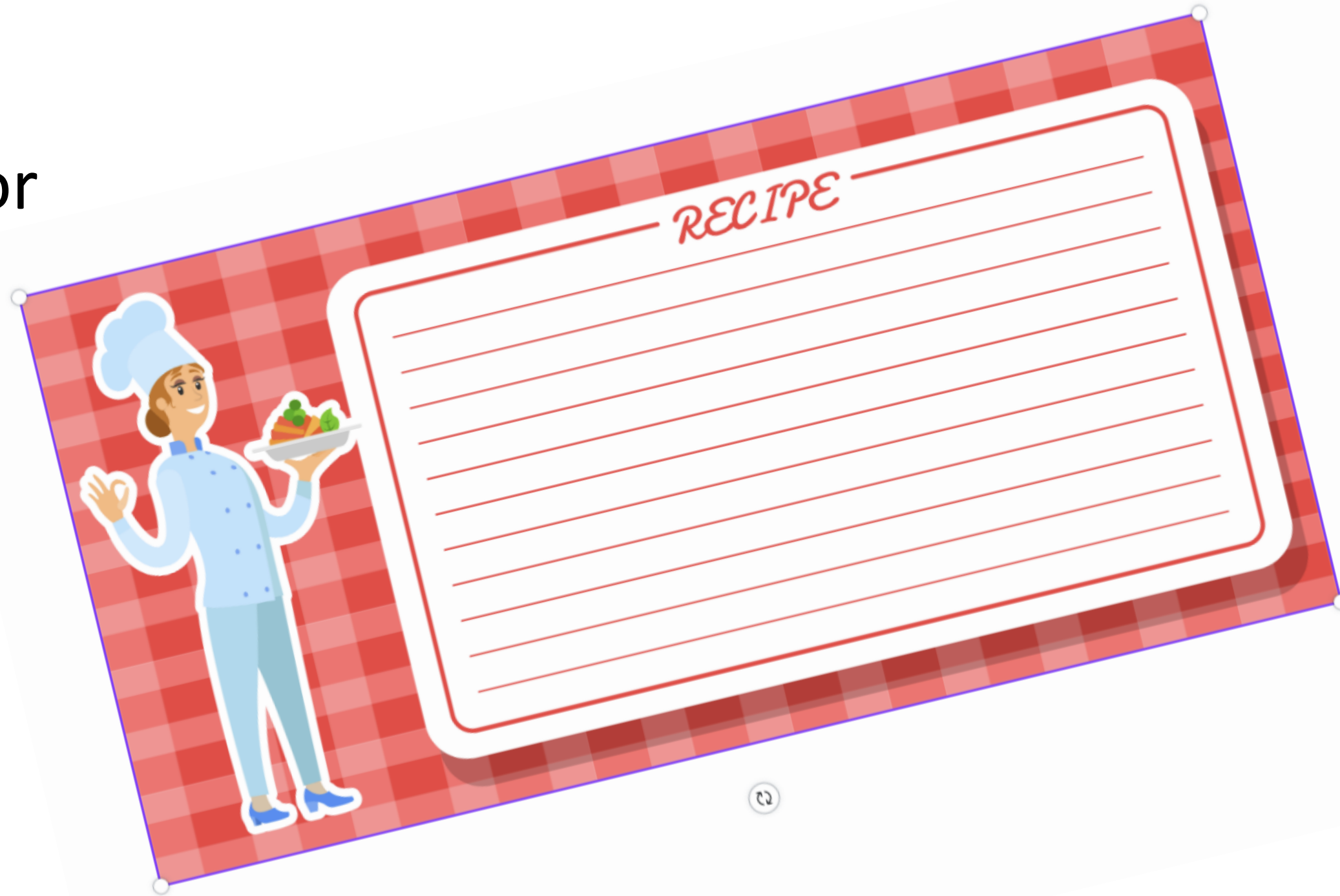
VIPS

(Vaguely Interested Persons)



Take note:

There's a recipe for membership success!





RECIPE

CREATE AN INTEREST IN ZONTA

HAND OUT PACKETS

FOLLOW UP

The secret ingredient:



The secret ingredient:



= SEE THE PEOPLE

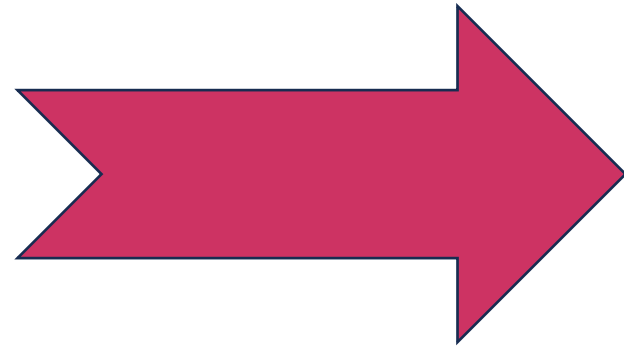


VINCE VAUGHN
GRAND MARSHAL
"UNFINISHED BUSINESS" IN THEATERS EVERYWHERE FRIDAY, MARCH 6TH

<https://youtu.be/6rdU2m4afG8>

 ZONTA NORTH AMERICAN
INTER-DISTRICT MEETING
TEAM ZONTA
Racing to Build a Better World for Women and Girls
June 30 - July 2, 2023
Indianapolis, Indiana
Hosted by District 6

Today's HOW TO
topics:



MEET 'EM

KEEP 'EM

Meet 'Em

A) GET OUT

B) INVITE IN

Meet 'Em GET OUT

- 1) Casually
- 2) Tabling
- 3) Speaker
- 4) Roses

Meet 'Em GET OUT

1) Casually – What to wear
Where to go
What to say

(Table seeds exercise)



“What’s in YOUR wallet?”



Leave your home prepared

Intention:

Where preparation meets opportunity!

The leaver piece – request for more info



Meet 'Em GET OUT

2) Tabling

“Go Box”

Tabling Tips

Video in handouts <https://bit.ly/3NjNOYr>



“Go Box”

Some Tabling “Go Box” Contents

Pull up sign/banner (store in cardboard tube)

Tablecloth

Selfie Frame

Giveaway Treats

Clip boards

Tape, Markers, Rock, sunscreen, water, pens

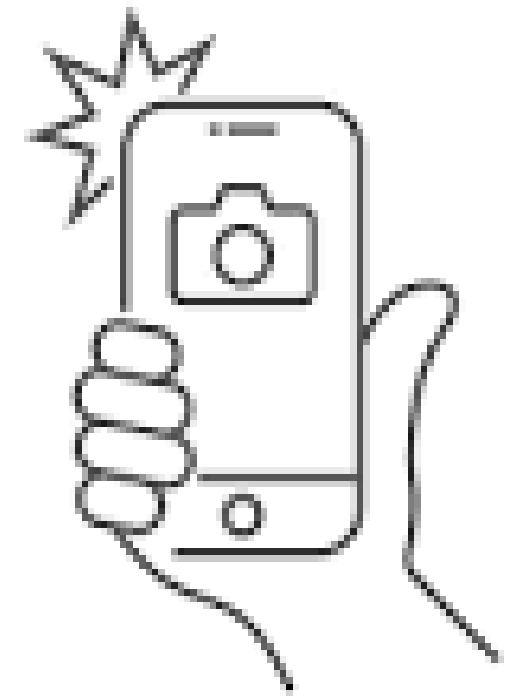
Leaver piece (info about Zonta & your club)

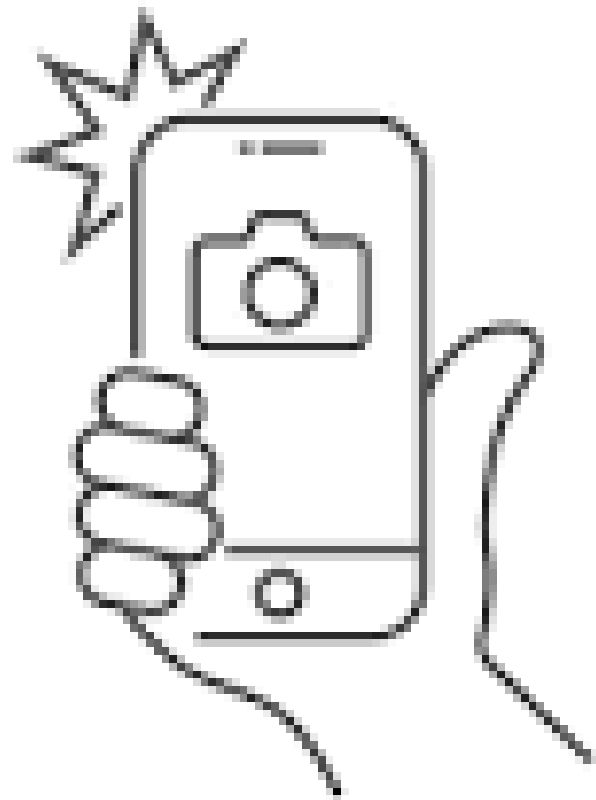
Legal pad to collect names

Sign encouraging membership QR code to ZI Website

Drawing slips & box

Call to action item (Fast Action Friday item, Follow us on social, register for our next event)





TOP TABLING TIPS

- Advertise on social BEFORE
- Visible from across the room (pix)
- Large signage in Zonta colors
- Attract with fun & candy or free promo items
- No clutter
- Meet people in front of the table
- Collect visitor info (drawing?)
- Use a call to action
- Packets ready
- Team wears same color

USE BIG BANNERS



International Women's Day Breakfast 2023



IWD Breakfast Wellington
73 subscribers



BIG BANNERS NEAR PHOTO SPACES, PODIUM





FUN SELFIE FRAME AT TABLE





 **ZONTA NORTH AMERICAN INTER-DISTRICT MEETING**
TEAM ZONTA
Racing to Build a Better World for Women and Girls
June 30 - July 2, 2023
Indianapolis, Indiana
Hosted by District 6

Big check presented in front of Big Banner





Fun Freebies –
This club pre-packaged small gifts to hand out to students

Meet 'Em GET OUT

- 1) Casually
- 2) Tabling
- 3) Speaker
- 4) Roses

What is in the packet?

- An article about Zonta
- Bookmark w contact info
- Short letter from membership chair
- What is Zonta?
- How to join
- Prospective Member form or Application
- Meeting schedule of dates/speakers

LEAD BOOK



THE MILLION DOLLAR QUESTION



Meet 'Em INVITE IN

1) Events

2) Monthly Meeting



Meet 'Em INVITE IN

Special Events

SHOW US YOUR ZONTA COMMERCIAL!

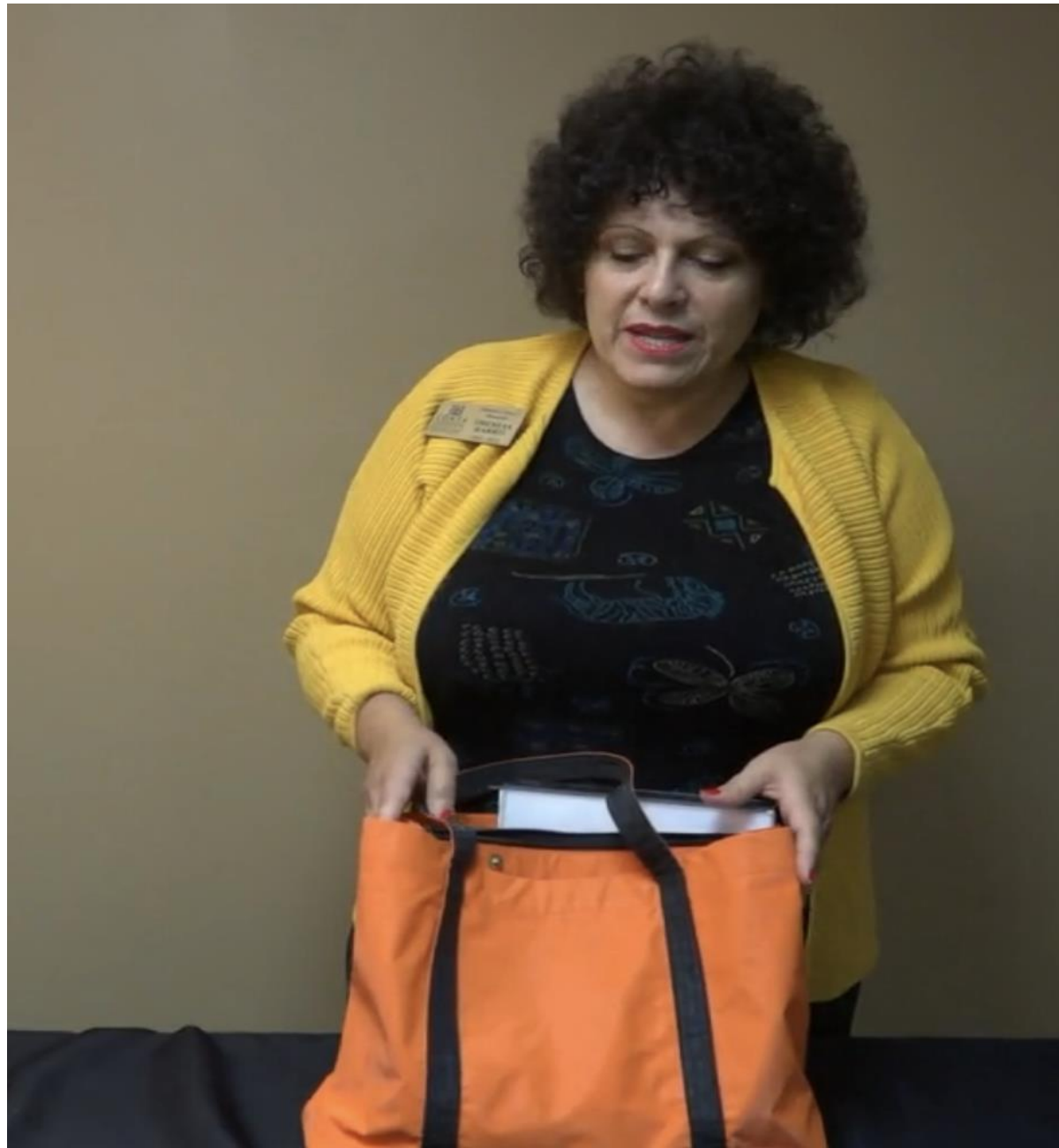


We care about the world!
It's a hot issue (no pun intended)



CHECK OUT “HOW TO COMMERCIAL” VIDEOS

THE ORANGE BAG OR THE THE BOOKMARK GAME (ASK ME 10 QUESTIONS GET A GIFT)





Meet 'Em INVITE IN

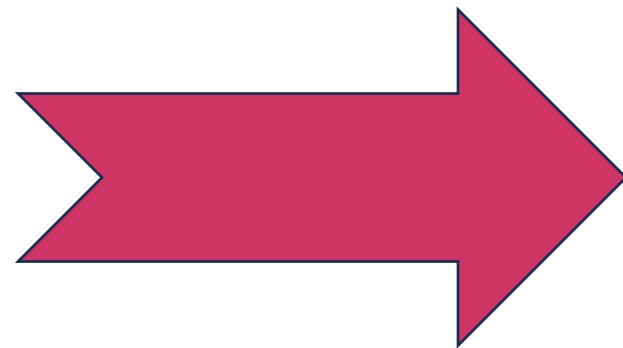
SYSTEMATIC
RECRUITING AT THE
MONTHLY MEETING

YOU BRING THEM, I'LL SIGN THEM



Today's HOW TO topics:

MEET 'EM



KEEP 'EM

Keep 'Em



1) Defined Membership Path

2) Good Meetings

Defined Membership Path

- * **Why have one?**
- * **Things to think about**

Keep 'Em

1) Defined Membership Path



2) Good Meetings



Doorprize, Fun, Enthusiasm, Friendship, Information



Gratitude, Appreciation, and Recognition



THE ZONTA CLUB OF SYRACUSE ENVIRONMENTAL PROJECT "GOLDEN GLOVE AWARD"

*For Exceptional bravery against traffic perils in the war against pollution,
in effort to beautify the earth, and to keep our highway clean!*

Is presented to:

For her service:

Committee chair:

Club officer:



Basic Meeting elements:

Social time /Time to talk...What happened exciting to you this week?

Recognition

News: Committee Updates
Club, District, International

Zonta Show & Tell (for guests')

Education: Someone to give a five-minute talk

Next meeting is _____

Door prize drawing.



TAKE OFF THE GLOVES



VALUE THE DIFFERENCES

Before you speak

THINK

T =is it true?

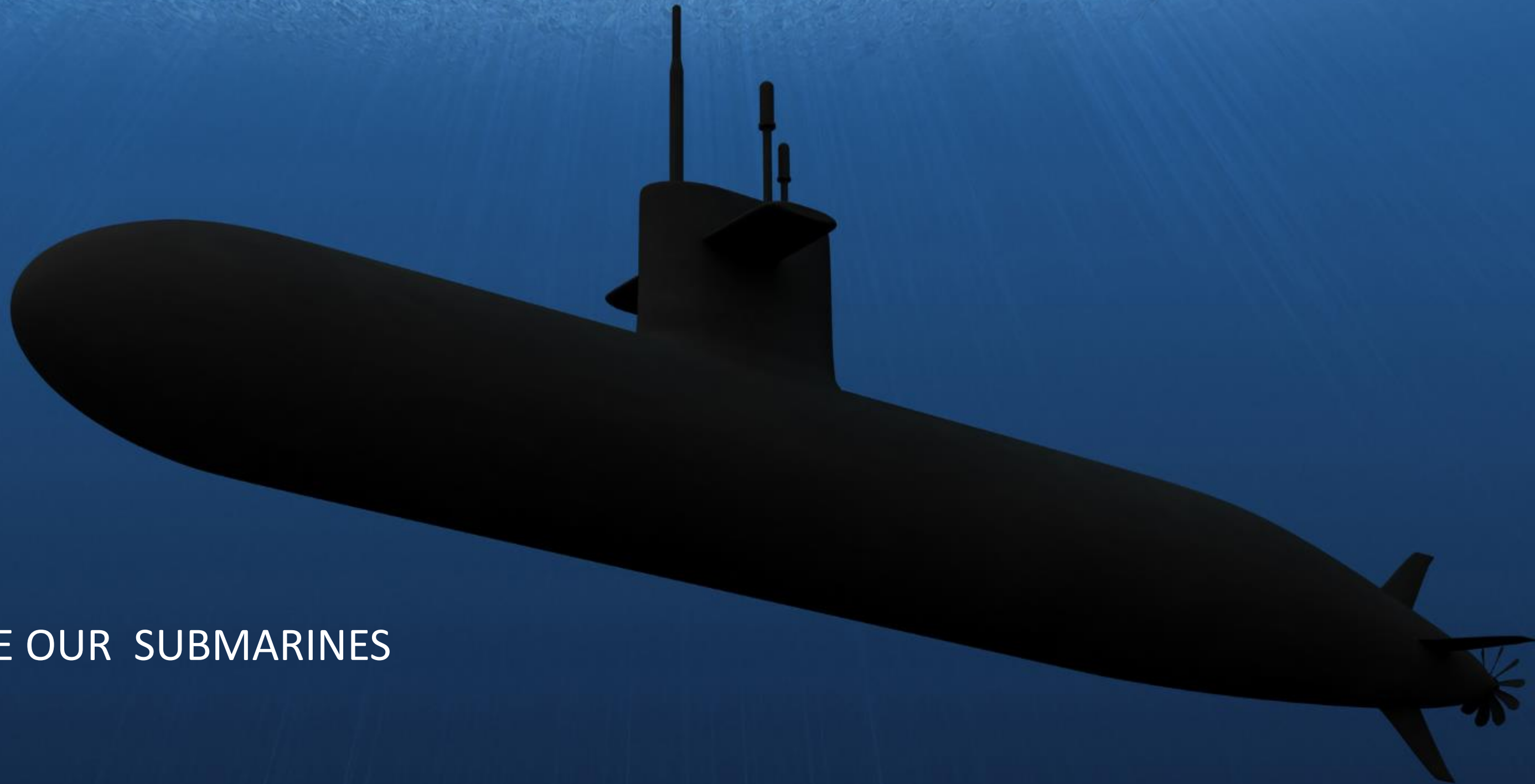
H =is it helpful?

I =is it inspiring?

N =is it necessary?

K =is it kind?

APPRECIATE OUR SUBMARINES



INTENTIONAL COMMUNICATION



Parade of 1-Minute Ideas of Value

(Notes are in the Handouts)



<https://youtu.be/YtR0518w7kQ>

Questions?



LET'S CONNECT!

Zonta App

LINKEDIN

INSTAGRAM

Email

**ZontaMembershipWOW@
gmail.com**

Link to Handouts:

<http://bit.ly/44eMXPR>

