

100+ Ideas to Recruit & Maintain Members					
Please use this document in conjunction with the Zonta International Marian de Forest Membership Manual .					
Consider selecting a handful of recruitment tactics that you, your club or committee can employ with your personal touch.					
The sections for 'virtual', 'young professionals', and 'convert from prospect to member' are intended to identify actions that may be best used for those purposes. Young professionals actions were compiled from current young professionals. Tactics with more Xs are considered more powerful. Good luck and happy recruiting!					
		Virtual	Young Professionals	Convert Prospect	
		V	YP	C	
Member Actions					
1	Bring a guest to a meeting or event - friends, co-workers and family including spouses, siblings, parents, and (grown-up) children are all potential members		XXX		
2	When inviting someone to a club event explain incentives and benefits of membership	X	XX		
3	Discuss Zonta with other service club members such as Soroptimist, Rotary and Lions. Members often join more than one organization.				
4	When asked about professional leadership skills and career success, tell about your club life as well	X	XX		
5	List Zonta membership in your professional bios		XXX		
6	Network with coworkers, friends, and family to identify those individuals that are like-minded		XX		
7	Sign up to speak about Zonta with other groups, share our mission, service and advocacy activities, bring brochures	X	X		
8	Informally share your club experience with others	X	X		
9	When you travel, attend Zonta club meetings or arrange to meet other Zontians and include your travel mates		X		
10	Wear a Zonta pin to create awareness and start a dialogue				
11	Volunteer at local events wearing your club logo gear (shirt, hat, name-tag)		X		
Club or District Membership Committee Actions					
12	Have a clear membership goal & plan, including recruitment - membership is a year-round priority that needs to be planned				
13	Maintain a membership recruitment budget: printed material, event costs, etc.				
14	Set SMART goals: Smart, Measurable, Achievable, Realistic, and Timely				
15	Where possible appoint a campaign manager for the 'Add Your Voice to Zonta' campaign (subcommittee of				
16	Assign every member to a recruitment team—each team brings in a new member every six months	X			
17	Ask every member to submit prospects to the membership chairman	X			
18	Highlight members or teams that have sponsored a new member in the past year				
19	Identify "recruitment ambassadors" and ask them to share their tips at club meetings	X			
20	Ask club members for recruitment ideas and gain involvement - individuals may have a social network you did not think of	X	X		
21	Create an invitation template club members can email and/or share on social media	X	XX		
22	Personally follow up prospects from meetings, events, and social media. Thank them for attending and ask if they are considering membership	X		X	
23	Repeatedly invite prospective members, one follow-up is often insufficient, it may take months to get action	X	X		
24	Arrange a meeting between the current club membership chairman and the prospective/new members	X		X	
25	Send newsletter to guests for the full fiscal year to keep Zonta in front of them on a monthly basis until they join	X		X	
26	At club meetings, display a thermometer showing progress towards membership numbers and club goals		X		
27	The membership committee should lead by example - share details on how many members have been recruited	X			
28	Give examples and practice members' "elevator speech". It should convey why they belong and the primary benefit of membership in their view.	X			
29	Pass out M & M candy to remind members that "Membership Matters" and that we need "More Members"				
30	Coach members on making guests welcome - remind members to explain club jargon		XX		
31	Designate a welcoming committee to greet guests on arrival			X	
32	Offer guests a packet including service and advocacy projects, details on becoming a member, contact information and upcoming events	X		X	
33	Give testimonials about your club while guests are at the meeting	X	X	X	
34	Monitor how new members learn about Zonta, reallocate resources to successful tactics				
35	Conduct regular satisfaction surveys identifying 1) what members like and use this in recruitment material and 2) things members want to change, follow up with the board for action				
36	Test a more flexible attendance policy to appeal to today's busy lifestyle				
37	Consider the local economy: are events and dues affordable		XXX		

	V	YP	C
38 Identify member benefits making them as enticing as possible - consider a member "benefit of the month"		X	
39 Create more fun, members say they join for the mission but stay for the fellowship		XXX	
40 Plan activities to show interest in member's lives: ask one question of all members, ask members to share a personal story, share at meetings or in newsletters		X	
41 Post member stories and testimonials on your website or social media		XXX	
42 Make direct contact with women's business associations. Together you may have more impact in the community and some members may belong to more than one organization.		X	
43 Network with other community clubs to raise awareness and attract prospects	X		
44 Honor outstanding community members with awards and / or yellow roses and tell them about Zonta		X	
45 Reach out to past members, contacts from past events, social media, etc. and ask their thoughts on membership	X		
46 Contact past members communicating what has changed in Zonta, identify if there are other barriers to rejoining	X		
47 Use Zonta promotional material: brochures, videos and banners			
48 Create a club specific brochure including the mission, vision, activities and contact information. Promote via QR Code so young professionals can view a digital brochure on their phones		X	
49 Use printed material: bookmarks, pamphlets, flyers, and posters in public areas			
50 Regularly check the Zonta web site for ideas			
51 Make sure the club contact information is up to date on Zonta.org to receive referrals		X	
52 Connect with local universities and colleges, professors as well as degree candidates are often passionate about the Zonta mission	X	XX	
53 Make personal contact with local businesses and ask corporations and employers to sponsor or subsidize membership		X	
54 Participate in the local 'chamber of commerce', often members are looking for other clubs that share their interests, or, they will be a great network in connecting you with prospects		X	
55 Meet with local government officials, identify the club mission and share informational materials			
56 Connect with new residents. Often real estate companies will provide welcome baskets, ask to include your club information			
57 Promote club activities in local media such as neighborhood and special interest newsletters			
58 Identify community calendars that may list your club meetings and activities			
59 Identify groups such as the 'chamber of commerce' that publish local directories, have Zonta included			
60 Ask club members to put club ads on their commercial trucks & buildings			
61 Large clubs may consider chartering a second club with a different meeting time, to accommodate people with different schedules			
62 If a prospect can't attend your meeting due to time or location, suggest e-club or individual membership		X	X
63 Hold recruiting events with two or more Zonta clubs		X	
64 Add diversity not represented in your club			
65 Ask the area director, Lt. governor or another district rep. to attend a club or board meeting to talk about membership	X		
66 Simplify joining activities and the club with online registration and payment		X	X
67 Test a trial period for new members		X	
68 Give away something free and useful to new members, such as a flash drive with Zonta information		X	
69 Induct new members with pizzazz & invite spouse/partner, they may be a prospect			
70 Develop a welcome note from the president for all guests			
71 Recognize new members in newsletters, build recruitment momentum			
Club or District Public Relations and Communications Committee			
72 Actively maintain the club's social media accounts and ask members to share posts to their feeds	X	XX	
73 Involve members in posting club activities and pictures on social media	X	X	
74 Get permission to tag members in social media pictures, they will show up in their friends' feeds, thus expanding Zonta's network	X	X	
75 Teach members how to share social media content from your club, area, district and international	X		
76 Establish a club website - even a basic site can help prospects find you or learn more about you	X	X	
77 Add a "Join Us" button to your website - give details on how to come as a guest to a meeting, post testimonials on the benefits of joining	X		
78 Create a club bumper sticker, pin, shirts, hats or other visual usage of the club logo			
79 Post club meeting times at your meeting place			
80 Communicate with your target market using social media ads including Facebook, Google, and LinkedIn.	X		
81 Registered nonprofits can apply for a Google Ad Grant of up to \$10,000 - Google it!	X		
82 Create a content marketing strategy to align your activities	X	X	
83 Test Search Engine Optimization, so your website is easier to find			
84 Connect with readers by sharing stories of your service and advocacy successes and include a 'donate now' message			
85 Advertisement in local media - it is less expensive and more targeted			
86 Put a public service announcement on the radio or TV			
87 Use billboards at bus stops and road sides			
88 Contact local media to cover club projects, send press releases pre and post event			
Club Actions			
89 Have clear club goals & a strategic plan that includes membership along with service and advocacy	X	X	
90 Hold a club meeting only on membership	X		
91 Give the membership chairman time at every club meeting	X		

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92	Consider modifying governing documents to appoint the vice president or a board member as membership chair, similar to the lieutenant governor's role				
93	Test club discounts for 1 year, consider a 1x discount for family members				
94	Attend meetings of nearby clubs to see what they do differently - road trips are great fellowship opportunities				
95	Execute impactful service and advocacy projects that serve a need in the community				
96	Create new programs that might entice more diverse members: highlight stories of a diverse range of women		X		
97	Create a speakers bureau to give talks about club service and / or advocacy to other organizations	X			
98	Volunteer as a group, get to know other volunteers, they may be a good prospect				
99	Give every member a club decal or sticker for their car or pin or jewelry to wear				
100	Ask recipients of club service or donations to speak for Zonta				
Event Recruitment Ideas					
101	Host community service projects - sharing Zonta service with like-minded individuals can attract prospects		X		
102	Schedule guest speakers that attract prospects interested in Zonta's mission	X	X		
103	Events such as a charitable run or walk can attract like minded prospects while raising money for an on-mission need		X		
104	Host a community non-profit event. Local charities will learn about Zonta and one another		X		
105	Planning a wide variety of events can broaden the appeal and help diversity		X		
106	Advertise meet and greets at community parks or local businesses, a more casual atmosphere may entice more prospects		X		
107	Advertise events or high profile meetings in newspapers & cable TV				
108	Have a special guest day or make it an ongoing initiative	X			
109	Host an open house				
110	Schedule recruitment events around seasonal themes such as a winter cookie exchange or a spring picnic		X		
111	Sign up for a table at a local event - have Zonta signage, brochures and identify upcoming activities				
112	Hand out invitation cards for a "Free" lunch (breakfast, dinner, beverage)		X		
113	Offer a 'members-only' rate for events - another benefit of membership visible to attendees				
114	Send out a post-event survey, identify if guests would like to learn more about Zonta				
Source: 2020-2022 Zonta International Membership Committee with key contributions from Zonta District 11 and Young Professional Members.					