Best Practices to Boost Recruitment

1) **Conduct efficient meetings***
2) **Offer interesting meetings***
3) **Quality service and advocacy projects***
4) **Good community public relations**
   a) Keep website and Facebook page current, and promote them
   b) Create a meeting on www.meetup.com
   c) Create hard copies of flyers, postcards, and/or bookmarks; invest in pull-up banners
5) **Make guests feel welcome and develop handy prospective member tools**
   a) Use a registration table with an enthusiastic Zontian or two to greet members and guests
   b) Have blank name tags and markers available for guests and members
   c) Assign seasoned members to sit next to guests and ask all members to introduce themselves to guests during the “mingle” portion of the meeting
   d) Prepare guests to introduce themselves during the beginning of the meeting (i.e. give their name, occupation or interest, and a brief comment about what interests them about Zonta)
   e) Spend part of a meeting having members practice their elevator speech—short and long version
   f) Mission-focused flyers or rack cards should be available
   g) Use the ZI Prospective Member Form or develop your own, requesting preferred contact method of email, text or phone call
6) **Follow-up plan for prospects**
   a) Assign the responsibility to a Membership Committee member and the sponsor
      i) Invite to the next meeting and events
      ii) Inquire as to what was most interesting from the last meeting
      iii) Inquire if anything was off-putting, then communicate any concerns to the club board ASAP
7) **Prepare your club for recruitment or develop members who invite prospects and recruit qualified candidates, target diversity and needed skills**
   a) Determine and communicate membership goals and targets
   b) Incent / recognize / reward members that invite guests or gain new members
   c) Tap personal networks: friends, family, colleagues, personal interest groups, former Zontians and/or Golden Z club members, and award/scholarship recipients
   d) Work with: Chamber of Commerce; businesses known to support service organizations: Eileen Fisher, banks; and other service organizations: Junior League, Rotary, Lions, Kiwanis
8) **Schedule regular recruiting event(s) and/or make any event a recruitment opportunity**
   a) Create an appealing event for your community, such as a tea, wine-tasting event or open house
   b) Hold an event that benefits a nonprofit, such as Christmas in July—invite guests to bring a gift for the nonprofit, use Christmas décor and play holiday music
   c) Include membership information in any event. Use pull-up banners stating our mission and vision, communicate that we are interested in individuals that support our mission, share your contact information and meeting details
9) **Promote the Young Professionals Classification**
   a) Encourage graduating Golden Z club students to join
b) Reach out to past scholarship and award recipients
c) Communicate with young professionals' organizations in your community, often at the Chamber of Commerce

10) **Start a new club in a nearby community**
   a) Identify a community that may complement yours with shared public relations tools and/or service and advocacy efforts
   b) Work with district leaders to develop an action plan