Member Recruitment
District 1 Workshop

Maureen Farmer | 2019.11.08
PRESENTER INFORMATION

• Presented by Maureen Farmer, Zonta Halifax

• President & Founder – Professional Services Firm

• Chair of the Membership Committee for Zonta Halifax

• Member since 2015
Agenda

• Member Recruitment
• Membership Trends
• Analysis?
• Call to Action
• Scripts
• Your Commitment Today
Zonta Pillars

• Service
• Advocacy
• Centennial
• Membership
Zonta Membership

ZONTA INTERNATIONAL:

28,517 members in 66 countries working together to improve the lives of women and girls.
No Cash—No Cause

Child marriage
Zonta Membership

**Membership Trends**

Overall drop of 1382 members worldwide

Membership May - Sept 2019

- MAY
- AUG
- SEPT
Zonta Membership

**District 1**

Overall drop of 50 across District 1

Membership Mar - Aug 2019

- Mar
- July
- Aug
Virtual Membership

Significant increase in virtual membership

Membership Mar - Aug 2019

Mar  Aug  Sept
Current Zonta Member Recruitment Strategy

• Millennials (15 – 35 years)
• Generation X (36 – 54 years)
• Current focus on working professionals
• Less focus on retired professionals
How do we get them?

- Club-level youth representative
- Conduct focus groups of our targeted member populations
- Diversity on boards?
- What about retention? Are we conducting exit interviews of our departing members?
Relationships are powerful

- Recruiting members is a relationship skill
- The most likely new members are known to us professionally and personally
- LinkedIn can help to identify potential new members
- It is up to us to foster and nurture these relationships
Know-Like-Trust Model

• People are more apt to purchase from, employ and otherwise engage with people they know, like and trust

• LinkedIn takes us to the very beginning of that triad—the knowing part

• Liking and trusting need to come after that

• Seven points of contact before a customer (member) purchases (or says yes)
Know-Like-Trust Model
Know-Like-Trust Model
Know-Like-Trust Model
Know-Like-Trust Model

- New Member Application
- Alignment of Zontian values
- Financial Commitment

TRUST
- Getting to know the prospective member
- Vetting the prospective member

New Zonta Member
- Invite to lunch, dinner or Zonta event

ZONTA RECRUITMENT

LIKE
- Continue the relationship with the prospective member through more invitations to events

And ongoing contact through email, telephone, etc.
How do we get them?

• Using the model, reach out to former members to gauge their interest in rejoining

• Club and District-level guest speakers

• Friends and Family

• Recruitment drives:
  • Rotary clubs
  • Other service clubs
  • Corporations
Me-Too Movement

- Corporations are aware of risks of gender inequality
- May be a good place to seek out memberships paid by corporations on behalf of employees
- How can we test it?
LinkedIn – Lead Generation

• How can Zonta use LinkedIn as a tool for recruiting new members?
• Why do we want to consider using this tool?
• What’s involved in using the tool?
• Suggestions for a long-term strategy for using LI as a component of Zonta International’s new member recruitment program?
LinkedIn can be used to

• Source and data mine (identify) prospective members

• Reconnect with those people we already know and who may be good candidates for Zonta membership

• Engage with a community, a group or a person who fits Zonta criteria
What is LinkedIn?
Global Professional Community

• Social media platform for professionals
• 562 million users worldwide
• 146 million users in the US
• 40% of users are active everyday
• 61 million are senior-level influencers
• 40 million are decision-makers
• 13% of millennials use LI (87 million professionals)
LI is not a panacea for recruitment

- Like other social media platforms, it is simply a tool
- It will not magically get us members
- We will need to use it strategically to identify and source potential members based on criteria we define (more later)
- LI will be used in conjunction with other recruitment methods
Facebook VS. LinkedIn

• Facebook, for Zonta’s purposes, is an engagement tool

• FB can be used for member recruitment also, although the focus today is on LI

• LinkedIn can be used as an acquisition tool with capacity for engagement

• Goal is to take the engagement with a prospective member offline (lunch, coffee, meeting, etc.)
Who uses LinkedIn

• Social media platform for professionals

• Most of our targeted members (at least Baby Boomers) are active on LI

• LinkedIn members have an average annual salary of $100,000, so they have the means to join

• Becoming more of an engagement tool and companies are using it more
LinkedIn

• Recruiters use it to find employees
• Businesses use it to market their products
• Zonta can use it to source new prospective members
The Relationship

• Most memberships come from existing relationships

• LinkedIn will not help us find members

• LinkedIn will help us to identify and source members

• The Zonta member relationship must come from that
Cold leads take longer

• We can deploy many strategies simultaneously
• Traditional methods we already use
• LinkedIn for sourcing
• Membership drives
Membership Funnel

**IDENTIFY**
- Identify key prospects
- Connect

**NURTURE**
- Keep regular contact
- Take it offline
- Invite to a meeting or event

**ASK**
- Educate the prospect
- Invite the prospect to join
- Celebrate, Onboard and Retain
Reconnecting Script

“Hello Georgia. It’s been a long time since we spoke. As you know, I am a member of Zonta Halifax. I’d like to fill you in on some of the activities that we’ve spearheaded over the last few months. Are you interested in getting together to learn more?”

Wait for an answer... if Georgia says, “no, I’m sorry I’m not able to commit to Zonta, etc.,” You can say: “Georgia I completely respect your position. If you decide you’d like to rejoin Zonta in the future, we’d be delighted to have you.”
Connecting Script

“I am interested in growing my professional community and would like to introduce you to Zonta International. We are a global organization of professionals who empower women through service, education and advocacy. Amelia Earhart is one of our early members, and we have a fellowship named in her honor.

If you have interest, please see our LinkedIn Group, Zonta International (group link), to learn more about us. I look forward to connecting in the future.”
More Scripts

• “I read your blog regularly and really like your perspective on gender equality. I’d like to connect with you on LinkedIn.”

• “You may recall that we met at the Zonta networking event last week in San Francisco. I’d like to connect”

• “I see you also worked at xyz Company. I’d like to invite you to connect.”

• “I’ve enjoyed reading your comments on the Zonta LinkedIn group discussion and I think we share many of the same perspectives.”
More Scripts

• “I am the Managing Partner of a recruiting firm in Halifax and see from your LinkedIn profile that we have common interests. I believe there may be synergies between our businesses and would like to invite you to join my network.”

• “Hi Bev—it’s been awhile since we saw each other. I am working on growing my network and I would be very pleased if you would accept my invitation.”
“Michele, the executive committee met last week, and it was unanimous. We would like to invite you to join our Club. We believe that your values align with Zonta and that you will be a valued addition to our Club.”

“Would you like to take it to the next step?”

If she says “no, I’m sorry I’m not able to do so at this time.” That’s okay. You can say “Michele, I completely respect that. May I follow up with you again in the new year?”
Q & A and Next Steps

• Connect with me on LinkedIn
• Email: maureen@wordrightcareer.com with any ideas you think of.
• What are your top 3 takeaways from this presentation?
• What would you like to see next?
Q & A and Next Steps

• When you return to your office next week, what’s one action you can take to grow membership?

• Can you identify one person you know and invite them?

• At your table this evening, brainstorm with your group. Drop notes into the box.

• Take action.
What’s at Stake?

• No cash—no cause
• No advocacy
• No service
LinkedIn Demonstration

LinkedIn