



Zonta International District 10

Advancing the Status of Women Worldwide

Planning Guide For Effective Zonta Clubs

The *Planning Guide for Effective Zonta Clubs* is a tool to help clubs establish goals for the coming year. The form can be used to track general club trends in membership and club administration. The *Planning Guide for Effective Zonta Clubs* is based on the concept of an effective club. An effective club is able to

- Sustain and increase its membership base
- Implement successful projects that address the needs of its community and communities in other countries
- Support The Zonta Foundation through both program participation and financial contributions
- Develop leaders capable of serving Zonta beyond the club level

The strategies listed in each section are common ways clubs might choose to pursue goals. Clubs are encouraged to develop alternative strategies to achieve their goals when appropriate.

Presidents-elect are encouraged to complete this form in cooperation with their club and submit a copy of it to their governor-elect or assistant governor by 1 July.

Please type or print legibly

ZONTA CLUB OF _____

Name of President _____

Zonta Year of office

Mailing Address: _____

Telephone

FAX

E-mail

DEMOGRAPHIC INFORMATION (as of 30 June)

Current number of members: _____

Number of members as of 31 May last year: _____

Number of members five years ago: _____

Number of female members: _____

Number of male members: _____

Average age of members: _____

Number of Zontians who have been members for:

Less than 1 year: _____

1-3 years: _____

3-5 years: _____

5-10 years: _____

10-25 years: _____

More than 25 years: _____

Number of members who have proposed a new member in the previous two years: _____

Does club membership reflect the diversity of the community? Yes No

Our classification survey was updated on _____ and contain _____
(Date) (Number)
classifications, of which _____ are unfilled.

Our club has sponsored a new club within the last 24 months. Yes No

If yes, has your club implemented a plan to provide follow-up orientation for members of the sponsored club?

Yes No

MEMBERSHIP DEVELOPMENT (Recruitment, Retention, and Organizing New Clubs)

Our club has established the following membership goal for the upcoming Zonta year:

Our club will strive to have _____ new members by 31 May, 2010.

We have identified the following sources of potential members within the community:

How does the club plan to achieve its membership goals? (check all that apply)

- a. Develop a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects, continuing education, and fellowship activities
- b. Appoint a committee of club members who have been trained in effective recruitment techniques
- c. Develop a recruitment plan that focuses on a true representation of the business and professional leadership in the community
- d. Develop a recruitment plan that focuses on a true representation of the diversity of the community
- e. Develop a recruitment plan that clearly explains the expectations of membership to potential Zontians
- f. Implement an orientation program for new members to support their successful assimilation into the club
- g. Create a brochure that provides general information about Zonta as well as specific information about the club for prospective members
- h. Assign an experienced Zontian mentor for every new club member
- i. Recognize those Zontians who sponsor new members
- j. Conduct a public awareness program targeted at the business and professional community to increase awareness about what Zonta is and what it does
- k. Encourage members to join a Zonta Fellowship to experience the internationality and friendship of ZI
- l. Seek opportunities to organize a new club
- m. Other (please describe):

What makes this a good club to attract new members?

What aspects of this club could pose a barrier to attracting new members?

Action steps:

SERVICE PROJECTS

Our club has established the following service goals for the upcoming Zonta year:

How does the club plan to achieve its service goals? (check all that apply)

- Appoint a committee of club members who have had success in conducting a successful service project
- Review the club's current and ongoing service projects to determine whether they are relevant, needed, and of interest to club members
- Identify the social issues in the community that the club wants to address through its service goals
- Assess the club's fundraising activities to determine if they meet the club's project funding needs
- Involve each club member in the club's service projects
- Conduct or obtain a needs assessment of the community or communities in other countries
- Recognize club members who participate in and provide leadership to the club's service projects
- Identify a partner club with which to carry out a service project

Action steps:

THE ZONTA FOUNDATION

Our club has established the following Zonta foundation goals for the upcoming Zonta year.

Our club will strive to achieve a annual giving goal of US \$ _____

Our club will participate in Zonta Foundation programs by:

How does the club plan to achieve its Zonta Foundation goals? (check all that apply)

- Appoint a committee of club members who understand the programs of The Zonta Foundation and who are committed to promoting financial support of the Foundation
- Help club members understand the relationship between Foundation giving and Foundation programs
- Schedule presentations that inform club members about the international service programs available through The Zonta International Foundation
- Encourage members to attend sessions about the Foundation at Area meetings and District Conferences
- Use the resources of The Zonta Foundation to support the club's projects

- Recognize club members' financial contributions to The Zonta Foundation and their participation in Foundation programs
- Encourage each club member to make an annual gift to the Zonta Foundation
- Invite Foundation program participants and alumni to participate in club programs and activities Other (please describe):

Action steps:

FUTURE ZONTA LEADERS

Our club has established the following goal for developing future Zonta leaders for the upcoming Zonta year:

Our club will identify _____ members as potential future leaders and notify the district by 31, May, 2009

How does the club plan to build future Zonta leaders? (check all that apply)

- a. Encourage committee chairs to attend the district assembly
- b. Encourage interested past presidents to attend the district leadership seminar held in conjunction with the district conference
- c. Use the expertise of the club's assistant governor
- d. Arrange for district committees to make presentations to club members
- e. Have club leaders work with the district governor and area directors to maximize the effectiveness of the governor's official visit
- f. Encourage new members to assume positions of leadership through participation in club committees
- g. Have club members visit other clubs to exchange ideas and share the knowledge they gain with the rest of the club
- Other (please describe):

Action Steps:

GENERAL ADMINISTRATION

What plans have you made to carry out the administrative tasks required for the effective operation of the club?

(check all that apply)

- Board meetings have been scheduled on a regular basis.
- a. Club elections will be held on _____.
(date)
- b. Our club will send at least _____ delegates to the district conference.
(number)
- c. A club newsletter editor has been appointed to provide information that is beneficial to club members.
- d. The club Web site will be updated _____ times per year.
(number)
- e. A committee of motivated club members has been appointed to develop interesting and relevant weekly club programs.
- f. A committee of motivated club members has been appointed to plan a variety of fellowship events.
- g. Monthly attendance figures will be reported to the district leadership by the ____ day of the following month
(number)
- h. Membership changes will be reported to District Treasurer and ZI within _____ days.
(number)
- i. Reports to District 10 and ZI will be returned within _____ weeks of receipt.
(number)
- j. Other (please describe):

Action steps:

Our club would like assistance from the area director, lieutenant governor, or governor with the following.

What issues would you like to discuss with your area director or governor during a visit to your club?

Club President

Zonta Year

Area Director

Date

Date