



MEMBERSHIP CHAIR DISTRICT 4 BOARD REPORT

SEPTEMBER 19, 2020

From:	Sheena Poole
Date:	September 5, 2020

<b>Facts (Information)</b> This section can contain activities since last report, factual information to be brought to the Board regarding issues from Clubs or Committees, other matters. If the report is a follow-up report, refer to the date, title and decisions of the previous report.
<b>Zonta International:</b> Members: 28, 091; clubs 1155; districts 32; in countries 63 (May 31, 2020)
ZI Membership Chair, Karen Pati, ZC of Sanibel-Captiva, USA: no contact but a few Lt. Gov's are developing a contact list and interaction.
<b>District 4 Members:</b> 775 (ZI May 31, 2020), lacking information from clubs about gain or loss of members.
<b>District 4 Clubs:</b> 33
<b>Membership Learning Session:</b> Conducted on Aug. 15, 2020 with 32 participants, 17 clubs represented, 3 ADs represented.
<b>Meetings/Webinars:</b> Attended Zoom 101 held by Hamilton 1
<b>Membership Slogan:</b> Building, Engaging, Promoting

September's D4 Membership Board Report.

<b>MEMBERSHIP COMMITTEE</b>
Sheena Poole, Chairperson - Zonta Club of Woodstock
Tanya Tagwerker, ZC of Guelph - Area 1
Dianne Sison, ZC of Toronto - Area 2
Donna Monaco, ZC of Grand Island - Area 3
Cheri Magin, ZC of Rochester - Area 4 & District Liaison
Julie Kleinberger, ZC of Bradford - Area 5
Nancy Crouthamel, ZC of Pittsburgh - Area 6

<b>GOALS &amp; OBJECTIVES (33 clubs at varying degrees of operation)</b>	
<b>Membership Goals</b>	<b>Objectives/Actions</b>
<b>Goal 1:</b> Retention of membership	<b>Objective 1:</b> Increase touchpoints between members, clubs & district to decrease isolation, breakdown club/district silos & improve trust among clubs & district.
	<b>Action 1-Completed:</b> Conduct Membership Learning Session to introduce membership committee and biennial intentions.

	<b>Action 2:</b> Contact club presidents/membership chairperson/designate before December 2020.
	<b>Objective 2:</b> Retain young professionals in clubs (First 5 years critical for long-term involvement.)
	<b>Action 3:</b> Determine how to retain young professionals in clubs.
<b>Goal 2:</b> Continue to build (2018-2020 Goal) healthy District 4 Clubs	<b>Objective:</b> Determine resources clubs require to develop healthy club.
	<b>Action:</b> Contacting club presidents/membership chairperson/designated before December 2020 identifying needs.
<b>Goal 3:</b> Engage members & clubs in Zonta D4 & ZI activities.	<b>Objective:</b> Increase awareness of Zonta activities to membership.
	<b>Action 1:</b> Maintain contact with D4 club's designated membership representative.
	<b>Action 2:</b> Utilize D4 Communications' platforms to promote/recognize D4 activities, clubs activities & members.
<b>Goal 4:</b> Increase awareness /promoting of Zonta by members /clubs/D4 to attract potential members.	<b>Objective 1:</b> Committee will utilize ZI tools & working with D4 Communications to develop marketing (plan) for district, clubs & members.
	<b>Action:</b> Committee to investigate marketing opportunities & best practices.

## COMMITTEE MEETINGS

- Two online committee meetings held on July 21<sup>st</sup> & 27<sup>th</sup>.

**CLUB ACTIVITY** – No. Membership welcome letter & meeting schedule email to club presidents & membership chairpersons on Sept. 10, 2020.

<b>HIGHLIGHT/CHALLENGES</b> (these are your observations)
ZI is slow to update membership information.
Membership committee is engaged in supporting clubs & locating/developing resources.
Clubs are not forthcoming with membership information (roster) & committee chairpersons or designate contact information.
Some clubs do not appear to be eager to begin new "Zonta year."
Clubs struggling with how best to meet and conduct projects & events. Online vs. in-person.

Supporting Documentation (list any attachments to be Considered as part of this report)	
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