

Zonta?

ZONTA??

ZONTA!!



5 PHRASES

THAT MEAN ZONTA
TO ME



Biennial Goals 2018-2020

In her opening sentence, President Susanne von Bassewitz emphasized:

“We place a special focus on **young women**,
because they will be agents of change
towards equality.”



Biennial Goals 2018-2020

"We place a special focus on **young women**, because they will be agents of change towards equality."



Ask yourself, what is the average age in your club?



Biennial Goals 2018-2020

“We place a special focus on young women, because they will be agents of change towards equality.”



Biennial Goals 2018-2020

“We place a special focus on young women, because they will be agents of change towards equality.”

And I say... let's start now!



Biennial Goals 2018-2020

5 Characteristics of a Change Agent

1. CLEAR VISION
2. PATIENT YET PERSISTENT
3. ASKS TOUGH QUESTIONS
4. KNOWLEDGEABLE AND
LEADS BY EXAMPLE
5. STRONG RELATIONSHIPS
BUILT ON TRUST



Biennial Goals 2018-2020

“We place a special focus on young women, because they will be agents of change towards equality.”

Our challenge... how do we provide the personal and professional development our potential Millennial and Gen X members want?



Retaining Members

Member retention = membership attraction

- **50-60% of your new members will come from existing member referrals.**
- *Millennials and Gen X'ers rely on personal recommendations more than any other generation.*



Retaining Members

**Who are they anyway,
those X'ers and Millenials?**



Retaining Members

Who are they anyway, those X'ers and Millenials?

They're tech saavy

- *Use the technical tools at your disposal*
- *Get in touch on social media*
- *The message matters*



Retaining Members

Who are they anyway, those X'ers and Millenials?

**They value work/life
Balance...**

***If a Millennial doesn't feel they're
benefiting or being fulfilled,
they will leave or not even join **ZONTA*****



Retaining Members

Who are they anyway, those X'ers and Millenials?

**They're frugal...
the great recession
took its toll**



Retaining Members

Who are they anyway, those X'ers and Millenials?

They Value Personal Fulfillment

Tell a story.

Emphasize the idea of togetherness.

Strengthen the emotional pull that explains how Zonta is is worthy of their attention.



Retaining Members

**And.....
They care about
Commitment**

It's also about relationships:

**Real friendships with real people who share a common goal and
want to make a difference.**



Retaining Members

Connect at Meetings and even more importantly, at other times!

Mentorship

EVENTS

Ice Breakers

BIRTHDAYS

Zonta Celebrations



Retaining Members

MONTHLY
ICE BREAKER...

Who reads or leads what?

A social interconnection?

Predictable, yet fun meetings?



Retaining Members

ANNUAL EVENTS

"Show Off" ZONTA

EVERYBODY LOVES A PARTY!

**Kendra Scott, Total Wine, Cooking Class, Dress for Success,
Movemeant Foundation,**



Zonta Alumnae Connected (ZAC)

- There is an international Zonta alumnae network of YWPA, JMK and AE, initiated by District 29.
- It took place 2015 in Groningen, Netherlands, 2016 in Nice, and 2017 in Dortmund Germany.
- There is a LinkedIn group ZAC, coordinated by German YWPA Alumnae Janice Ziemons.
- Our idea is to over time, build up a truly international network of our alumnae.
- 4th ZAC meeting will meet in connection with 8th European Interdistrict Seminar in Tartu, Estland, 8-10 February 2019.



Great Girls Meet Great Women



- An initiative started by D27 & D29
- scholarship awardees and Zontians
- presentations, a speed meeting section
- professional counseling
- Once a year on area or district level
- Two-way communication between girls and women
- They learn from our experience
- We learn their innovative perspectives



YES! WE ARE AGENTS OF CHANGE TOO!

Follow up connections....

Once a month

Set a goal, connect with each other on a regular basis

Hold each other accountable for one new club event or activity

