



ZONTA
INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

2014-2016 Marian de Forest Membership Manual



Marian de Forest Membership Manual





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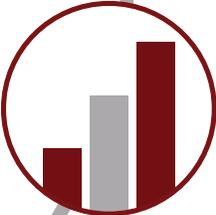


PREFACE

This manual discusses the organizational fundamentals of Zonta, retaining and growing membership and club and country expansion. This resource is for club presidents, club treasurers, standing club committees (service, advocacy and membership), area directors, lt. governors, governors and the SOM (Sponsoring, Organizing and Mentoring) Committees.

The manual is structured so that after reading the first section, you may select the section that you need.

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	FUNDAMENTALS	Zonta's mission, vision, objectives, theme; The value of membership; Decision-making and parliamentarian; Authority in Zonta; How we are organized – roles and responsibilities
	STRENGTHENING	Retaining membership
	GROWING	Recruitment of new members
	EXPANDING	Organizing a new club; Approval of new Zonta country



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SECTION A - FUNDAMENTALS

ORIGINS AND SYMBOLS

- Zonta International was founded 8 November 1919 in Buffalo, New York, USA.
- The name “Zonta” is derived from the Lakhota (Teton Dakota) word of the Native American Sioux peoples, meaning “honest and trustworthy.”
- Zonta’s emblem is a composite of several Sioux symbols as seen to the right. The story of the Zonta emblem can be found on the Zonta website.
- Zonta’s symbol is a yellow rose. Since 1999, it has served as the symbol of Zonta Rose Day, which falls on 8 March and coincides with International Women’s Day.
- Zonta’s colors are mahogany and gold.
- Zonta’s membership pin is a symbol of our bond in Zonta. The Zonta pin is generally worn on the left side. The president wears the gavel pointing up while serving, and pointing down after completion of the term.

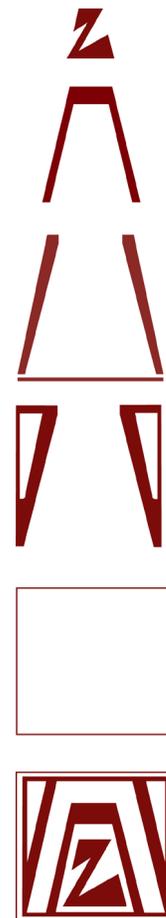


FIND IT HERE:

THE STORY OF THE ZONTA EMBLEM

membership.zonta.org/Tools/PR-Tools-Logos

THE ZONTA INTERNATIONAL EMBLEM



MISSION

Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.

VISION

Zonta International envisions a world in which women’s rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, women have access to all resources and are represented in decision making positions on an equal basis with men.

In such a world, no woman lives in fear of violence.

VALUES

Zonta International is an independent, nonpartisan and nonsectarian global network of professionals united through purpose, taking positions based on its own values and democratic principles.



MEMBER VALUES

CONVICTION

Zonta's programs, projects and actions build a better world by:

- Improving women's health and education
- Ensuring women's economic empowerment
- Strengthening women's representation in decision-making positions
- Working to end violence against women

COMMITMENT

We conduct business in an honest and trustworthy way to fulfill Zonta's mission and reach Zonta's vision, with respect and acknowledgment of members' diversity.

COURAGE

We shall not rest until

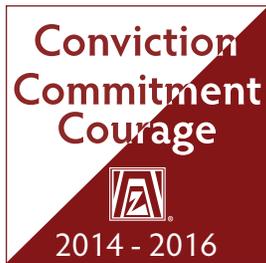
- Women's rights are recognized as human rights and every woman is able to achieve her full potential
- Every woman is literate and has access to education, health care, legal and economic resources on an equal basis with men
- The world is free from violence against women

GUIDING PRINCIPLE

Women's rights are human rights, essential for the development of all peoples. Zonta International endorses the values expressed in the United Nations Universal Declaration of Human Rights.

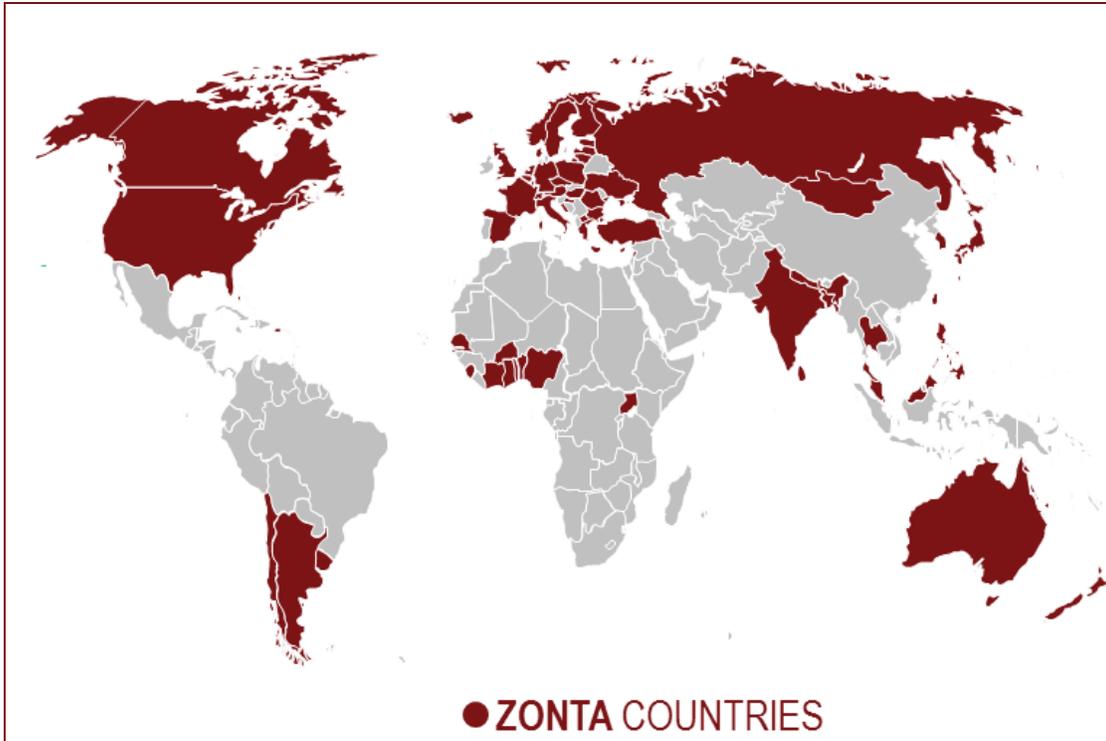
OBJECTIVES

- To improve the legal, political, economic, education, health, and professional status of women at the global and local level through service and advocacy.
- To work for the advancement of understanding, goodwill, and peace through a world fellowship of members
- To promote justice and universal respect for human rights and fundamental freedoms
- To be united internationally to foster high ethical standards, to implement service programs, and to provide mutual support and fellowship for members who serve their communities, their nations, and the world





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THE VALUE OF MEMBERSHIP

Since Zonta was established in 1919, many members have joined us and are contributing actively to our objectives. Today, we are a leading global organization of more than 30,000 members in a diversity of professions in 67 countries worldwide.

The main objectives for Zonta are to achieve gender equality and empowerment of women. We believe that a better world can only be a reality when women have access to all resources, and are represented in decision making positions on an equal basis with men, when every woman is able to achieve her full potential.

In Zonta, we empower women worldwide through service and advocacy while we develop ourselves.



FIND IT HERE:

ZONTA COUNTRIES

www.zonta.org/Local-Action/Locate-a-Club



ZONTA CLUB MEMBERS:

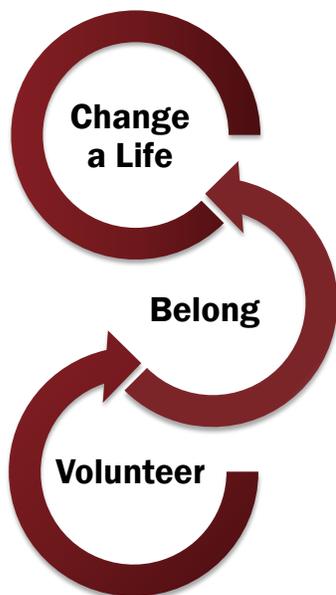
Volunteer time and talents in initiating changes that will strengthen women's role in the world.

- Participate in service projects that empower women worldwide, help women to achieve their aspirations and enjoy a better quality of life
- Advocate Zonta's position on women's issues locally and internationally, safeguarding women's rights as human rights
- Achieve greater impact on the international platform by combining our voices with like-minded organizations and through our consultative status with the United Nations as a non-governmental organization
- Work with government and community leaders who share common goals
- Encourage and help students to develop leadership skills, explore career options, and participate in community projects

Belong to a forward looking global organization whose voice is heard and respected locally and internationally, including at the United Nations and the Council of Europe and thus

- Unite with other members to foster high ethical standards and world fellowship
- Connect with Zontians from all professions and cultures worldwide and share their passion in organizing women's projects
- Benefit from mentoring and leadership development programs organized at the local and international levels
- Discuss viewpoints with other Zontians, and benefit from the exchange of ideas
- Participate in project management to widen your exposure and experience
- Are groomed as dynamic leaders in organizing various projects and activities.

Zonta is the organization of choice for women and men sharing a common goal: empowering women through service and advocacy. Together, and with **CONVICTION - COMMITMENT - COURAGE**, we can accomplish more!





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ACCORDING TO BYLAWS ARTICLE IV, SECTION 1, THE MEMBERS OF ZONTA INTERNATIONAL ARE:

CLUBS (INCLUDING E-CLUBS) – see Section D: Strengthening the club

INTERNATIONAL HONORARY MEMBERS

Clubs and districts can nominate individuals, without informing them before Zonta International Board approval, to this category by following the guidelines given in the Membership Guidelines.

The Zonta International Board will consider nominations for International Honorary Members (IHMs) as special recognition for those outstanding individuals whom our organization wishes to honor and recognize. These nominees have helped to change societal attitudes about women, or have improved conditions for women at a level beyond the national level. The nominees may provide increased visibility and credibility to Zonta as an organization by virtue of their name recognition, international reputation and achievements.

Holders of this title cannot make motions or vote at any level in Zonta due to the honorary category of this group.

PAST INTERNATIONAL PRESIDENTS

Past International Presidents are entitled to attend and speak at international conventions, district conferences and club meetings. They can make motions and vote at the Zonta International Convention, but not at district conferences. If the Past International President is also a club member, then the rights to make motions and to vote shall be according to the club bylaws.

DECISION MAKING IN ZONTA

Zonta International follows democratic decision-making procedures where the general assemblies at all levels are the decision makers.



GOVERNING DOCUMENTS

membership.zonta.org/Governance



FIND IT HERE:

INTERNATIONAL HONORARY MEMBERSHIP GUIDELINES

membership.zonta.org/Governance/Policies-Guidelines

INTERNATIONAL HONORARY MEMBER LIST

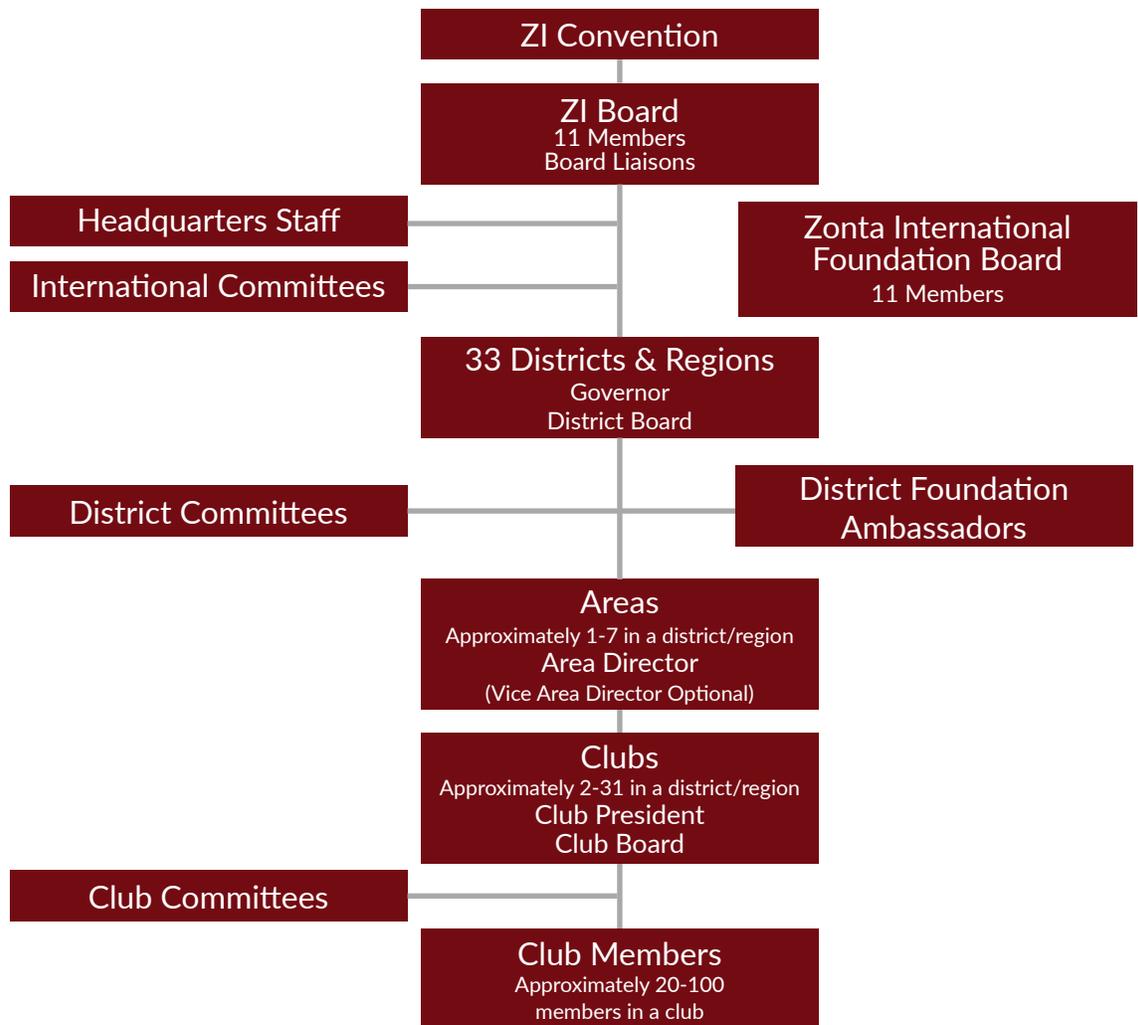
www.zonta.org/About-Us/International-Honorary-Members

PAST INTERNATIONAL PRESIDENTS LIST

www.zonta.org/About-Us/Past-International-Presidents



STRUCTURE AND ADMINISTRATION OF ZONTA INTERNATIONAL



AT INTERNATIONAL LEVEL

Decisions are made at the International Convention held every even year. Every club has the right to vote, the number of votes per club being defined in the Bylaws of Zonta International. The Convention approves the strategy and goals for the organization, elects the leadership at international level and approves changes to the Bylaws if needed.



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AT DISTRICT LEVEL

The district conference held every odd year makes district-related decisions and elects the leadership at district level. At the option of the district, area meetings held every year are permitted to set area dues and/or elect the area director and/or vice are director. Every club has the right to vote, the number of votes per club being defined in the international bylaws.

AT CLUB LEVEL

The annual meeting of the club held every year makes club related decisions and elects the leadership at club level. Every member has a vote in the club.

GOVERNANCE

Governing documents of Zonta International in order of precedence:

- Articles of Incorporation under the General Not for Profit Corporation Act, State of Illinois
- Bylaws of Zonta International
- Rules of Procedure of Zonta International
- Operation policies
- Manuals and guidelines.



GOVERNING DOCUMENTS

membership.zonta.org/Governance

At international level, Zonta operates in accordance with Robert's Rules of Order Newly Revised. Districts and clubs adopt parliamentary authorities recognized in their countries.

DISTRICTS

Zonta clubs are organized in 33 districts and regions.

ROLES AND RESPONSIBILITIES AT DISTRICT LEVEL

Governor: Serves as the link between the district and the Zonta International Board (through the assigned board liaison)

- Administers the affairs of the district
- Trains the members of the district board
- Attends and participates in area meetings and workshops
- Presides at district board meetings
- Advises other members of the district board of relevant information received from the district's International Board liaison, Zonta International Headquarters, and others as appropriate



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Z AND GOLDEN Z CLUBS

Z clubs and Golden Z clubs are youth membership programs sponsored by Zonta clubs. Z clubs are designed for high school/secondary school students while Golden Z clubs are designed for college/university students. Z and Golden Z club members engage in local service and advocacy in their community, are cultivated as leaders and can refer to their sponsoring club for career planning guidance and general mentorship. Z and Golden Z club membership offers rewarding experiences for the youth members and sponsoring club alike.

Lt. Governor: Is the main individual responsible for membership growth: recruitment and retention and for the establishment of new clubs in the district

- Reports to and assists the governor
- Encourages formation of new clubs
- Promotes recruitment and retention of members in existing clubs

Area Director: Administers the affairs of a specific area within the district

- Reports to the governor
- Acts as liaison between the clubs in the area and the district board
- Maintains contact with club presidents and supports clubs as needed
- Keeps governor informed about clubs in the area
- Visits clubs in the area at least once in a biennium

Treasurer: Responsible for the funds of the district

- Administers funds in accordance with approved district budget
- Reports to district board and conference
- Prepares biennial district budget, under supervision of the governor to be reviewed by district board and presented at the conference for approval.

Secretary: Responsible for maintaining records of the district

CLUBS

Zonta club membership shall be drawn from women and men with experience in a recognized business or profession. Criteria for membership are included in Zonta International Bylaws Article XIV Clubs.

A club is officially a member of Zonta International and is issued a charter if the club has paid their dues and fees, has elected officers and has the minimum charter membership of 20 members. How to establish a new club is presented in **Section D: Expanding**.

The location of charter must be in a country that has been approved by the Zonta International Board. See section **D: Expanding** for approval of a new Zonta country.

All club members are classified according to the classification system.

Classified club members can be elected for positions at different levels according to the club bylaws, and the Zonta International Bylaws.



FIND IT HERE:

CLASSIFICATION LIST

membership.zonta.org/Tools/Membership-Tools
see: Membership Planning



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Clubs initiate and conduct service and advocacy projects in their local community, donate funds to international projects that are supported by the Zonta International Foundation and meet at least quarterly. e-Clubs conduct their business electronically through convenient electronic platforms.



GOVERNING DOCUMENTS

[www.zonta.org/MemberResources/
Governance](http://www.zonta.org/MemberResources/Governance)

ROLES AND RESPONSIBILITIES AT CLUB LEVEL

CLUB BOARD

The club board is elected by the club members present and voting at the club's annual election meeting. The board is comprised as according to Bylaws Article XIV, SECTION 4 by the club officers and directors: The officers of the club shall be at least a president, vice president, secretary and treasurer. There shall be at least two (2) directors. See Bylaws Article XIV, SECTIONS 4, 5 and 6 for the qualifications, duties and responsibilities of the club board.

A club with fewer than six (6) members can therefore not function as a club (Bylaws Article IV, Section 2c2).

Club President: The role of the club president is to ensure that the club is operating within the organizational goals of Zonta International.

- Reports to the area director and/or the governor depending on the district's rules of procedure
- Presides interesting and engaging club meetings
- Ensures that club service and advocacy initiatives are in line with Zonta's objectives and policies and that they contribute to mission fulfillment and vision achievement
- Promotes participation at club, area, district and international levels
- Prioritizes mentoring and leadership development programs to secure succession planning at club board and club committee levels

Club Treasurer: The role of the club treasurer is to ensure that the club is continuously in good standing

- Reports to the club president and at the club's annual meeting.
- Ensures that the membership list at HQ is up to date and that administrative dues are paid timely
- Registers new members as soon as they join Zonta and they have paid the dues



CLUB COMMITTEES

Club committees can make recommendations in line with Zonta's objectives and policies that contribute to mission fulfillment and vision achievement. Approval of the recommendations shall occur according to the club bylaws and rules of procedure. (Bylaws article XIV, SECTIONS 8 and 9.)

Nominating Committee: It is comprised of at least three (3) members elected at the club's annual election meeting. The role of the committee is to nominate one (1) or more members for each office or directorship to be filled at the annual election, and at club option, to nominate at least three (3) members for the next term's nominating committee.

Service Committee

- Uncovers the needs of the local community
- Recommends service project(s) for the club to participate in
- Coordinates service projects approved by the club
- All duties and responsibilities shall be shared among committee members

Advocacy Committee

- Uncovers the needs of the local community
- Recommends advocacy project(s) for the club to participate in
- Coordinates advocacy projects approved by the club
- All duties and responsibilities shall be shared among committee members

Membership Committee: Is the main committee responsible for the retention and recruitment of club membership

- In partnership with the club president, the committee shall promote continued membership growth and encourage the formation of new clubs in accordance with current biennial goals
- The committee chairman is usually appointed by the club president subject to the approval of the board. There may be a vice chairman and other committee members with designated responsibilities
- The committee shall establish the membership goals for the club, hold regular meetings to discuss how these goals can be met and report to the board/members regularly on its progress. A plan for retaining current members and recruitment of new members shall be established



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- The committee is also required to report to the district membership committee chairman with a copy to the club president
- The committee shall keep an updated record of its club membership together with their classifications
- The committee shall encourage every member to identify prospective members throughout the year. Before being formally invited to join, prospectuses are recommended to join an information session about Zonta, and join club meetings and activities to gain further knowledge of the club. Membership shall be sought from a diversity of professions
- All applications to join a club shall be received by the membership committee. The committee will then review the qualifications of the prospectus, and submit recommendation to the board on the admission of these members
- After admission, the committee can establish a mentor system for each new member to encourage her/his involvement in club activities

SOM Committee – Sponsoring – Organizing – Mentoring Committee See section D: Expanding for information regarding how to organize and charter a new club.



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SECTION B - STRENGTHENING THE CLUBS

STRENGTHENING YOUR CLUB: RETAINING MEMBERSHIP

Membership is the heart of our organization. The conviction, commitment and courage of Zonta members ensure mission fulfillment and vision achievement.

By sharing their skills, competencies and experience, every member provides valuable resources for the club and for the improvement of women's lives at the local, national and/or international level. Members are also crucial to what the public image of Zonta is within the community.

The information in the section below offers guidance on how to maximize the membership experience.

Guidance for clubs with membership difficulty is given in the section: Clubs with Membership Retention Difficulties on page 19.

MAXIMIZING THE MEMBERSHIP EXPERIENCE

See examples in Appendix

MAKE ZONTA'S MISSION THE KEY FOCUS OF MEMBERSHIP AND FACILITATE ZONTA'S KNOWLEDGE

- Via newsletters at club, area, district or international level or other publications such as *The Zontian*
- Directing to the websites at club, area, district and international levels
- Encouraging participation at area meetings, district conferences and international conventions
- Disseminate information about international awards and other types of recognition

Meritorious Service Award

The Zonta International Board will consider this special recognition of exceptional Zontian service beyond the district level), see link (include the link in the web, where the instructions can be read)

Length of Membership Award

Recognizes members with 25 or more years of service in increments of five years.

Member Incentive Award

Recognizes individuals who have recruited two or more members to Zonta.

Consider giving awards and other types of recognition at club, area or district level.



FIND IT HERE:

ADVOCACY GOALS AND RESOURCES

membership.zonta.org/Tools/Advocacy-Tools

ADVOCACY DEFINITION AND POLICIES

AFFILIATION WITH OTHER ORGANIZATIONS POLICY

CLUBS WITH FEWER THAN SIX (6) MEMBERS POLICY

membership.zonta.org/Governance/Policies-Guidelines

TRANSLATED INFORMATION

MEMBERSHIP INCENTIVE AWARD

membership.zonta.org/Tools/Membership-Tools
see: Member Recognition



A KEY TO SUCCESS

Service and advocacy projects should be carried out using the best judgment according to local laws and customs of the country in which they are performed.

Please take advantage of all material available on the websites at area, district or international level, e.g. see links to Service Tools and Advocacy Goals and Resources located in the appendix.

FOCUS ON SERVICE AND ADVOCACY PROJECTS IN LINE WITH ZONTA'S MISSION

- Talk to community leaders and social workers to find out the main issues affecting women in your own area.
- Engage members to analyze on the root causes of these issues, and decide on how your club would address them either through service or advocacy projects.
- The Advocacy or Service Committees of your club would draw up project plans and ensure successful implementation of these plans.
- Try to engage all members in Committee work, so that they feel they are being valued.
- A report of the project should be completed, so that members would appreciate the good impact that your club has achieved in empowering women in your area.

HOLD EFFECTIVE MEETINGS WITH ACTIVITIES THAT ENGAGE

- Consider establishing a fixed timing for their general meetings at the beginning of each biennium. Establish clear agenda and advise members of timing, venue and agenda of meetings well in advance.
- Meeting to be conducted by Club President or his/her designate in an effective manner. Presentation and discussion at the meeting should be concise and relevant. Meetings should be run on time. Ideas from all members are to be fairly considered, with club decisions based on majority vote.
- Zonta's mission and empowering women in your area would be the focus of the discussion.
- Minutes summarizing discussions & decisions to be sent to all members in good timing.

OFFER OPPORTUNITIES FOR DEVELOPMENT AND INVOLVEMENT

- Establish mentoring plan for new members. Once members join Zonta, they can be assigned to committee/s according to their interests.
- Encourage members to take active role in club activities, eventually contributing time and effort to lead your club.
- Invite experts to give talks on interesting and meaningful topics, to gain insight to issues relevant to career or personal development.
- Consider leadership training exercises for members.
- Organize fellowship activities to develop friendship and bonding amongst members.
- Zonta Clubs in close proximity can encourage participation from other clubs, so that Zontians can interchange ideas with each other.



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AFFORDABLE CLUB DUES

- Minimize the cost of meetings by considering affordable venues.
- Seek sponsorship for activities.
- Keep administration to a minimum.

MEET DIFFERENTLY: THE VALUE OF E-CLUBS

A Zonta e-Club is a Zonta club that has all the rights and responsibilities of a Zonta club, but simply holds their club meetings electronically. E-club members may meet in person as a group or independently for service projects and fundraisers dependent upon each member's proximity to one another.

Members are encouraged to have at least one face-to-face meeting per year with members of other Zonta clubs, e.g. at the district conference, inter-district seminars, or International Convention.

Each e-club belongs to a district and is assigned to a district by the International Board. The International Board may assign an e-club to any district without regard to the geographical boundaries of that district.

Zonta district involvement in the design, planning, establishment and ongoing quality assurance is essential. The district should recognize that a Zonta e-club is a valuable asset, requiring the investment of intelligent planning and careful attention to detail.

CLUBS WITH MEMBERSHIP RETENTION DIFFICULTIES

The club membership committee shall evaluate the reasons for members resigning and propose plans forward to change the trend. The main resource person outside the club for retention is the Lt. governor. Clubs with difficulties should inform the area director and governor.

Zonta HQ staff can always be contacted for help and support via email at memberrecords@zonta.org.

The Zonta web provides multiple retention tools.

A KEY TO SUCCESS

You can also expand your meetings online. See some examples of available technologies in the appendix.

Please take advantage of all material available on the websites at area, district or international level, e.g. see links to ideas regarding meetings on the Build A Better Club page online.

membership.zonta.org/Tools/Leadership-Development-Tools



FIND IT HERE:

RETENTION TOOLS

membership.zonta.org/Tools/Membership-Tools
see: Recruitment and Retention



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SECTION C - GROWING

GROWING: RECRUITING NEW MEMBERS

ELIGIBILITY FOR MEMBERSHIP

Source: ZI Bylaws, Article XIV, Section 2. Members (b) Classified Member

Membership shall be drawn from women and men with experience in a recognized business or profession. Candidates must be willing to actively support and implement the Objects of Zonta International.

HOW TO JOIN – BY APPLICATION OR BY INVITATION

Members may join Zonta by the following two ways:

1. **Application:** Prospective members may complete the Prospective Member Questionnaire Form. Once completed and submitted, prospective members are contacted by the nearest club so that they may meet the club's members and learn more.
2. **Invitation:** Many Zontians directly invite people to attend their club meetings or social events to learn more information about becoming a member.

The club membership committee reviews all proposals for membership, whether by application or invitation and all candidates for membership who meet the criteria in the ZI Bylaws are to be considered. Approval for membership is made according to the club's bylaws.

DIVERSITY OF CLUB MEMBERSHIP/CLASSIFICATION SYSTEM

Source: ZI Bylaws, Article IV, Members, Section 2. Zonta Clubs. (b) Diversity of Classification

“Membership diversity is a founding principle of Zonta. Through their clubs, Zontians have an opportunity to meet members different than themselves and draw upon the skill sets of others to advance Zonta's mission.”

Each club should consist of members in a variety of classifications (professions). A list of classifications is available on the website including instructions on how to use the system.



GOVERNING DOCUMENTS

membership.zonta.org/Governance



FIND IT HERE:

PROSPECTIVE MEMBER QUESTIONNAIRE FORM

www.zonta.org/Local-Action/Prospective-Member-Questionnaire



FIND IT HERE:

HOW TO IMPLEMENT THE CLASSIFICATION OF OCCUPATIONS

membership.zonta.org/Tools/Membership-Tools
see: Membership Planning



FIND IT HERE:

MEMBERSHIP PLANNING: CLASSIFICATION

[membership.zonta.org/Tools/
Membership-Tools](http://membership.zonta.org/Tools/Membership-Tools)

The classification system should be used as a means of ensuring diversity among clubs, not to exclude people from membership. Clubs that have difficulty with membership diversity should consult their Lt. governor or the International Membership Committee”

The number of classifications represented in the club shall be according to the club’s bylaws.

FINDING POTENTIAL MEMBERS

PERSONAL NETWORK

When recruiting new members, it is important to utilize personal networks. This includes:

- Friends
- Family
- Colleagues
- Personal Interest Groups
- Former Zontians
- Current/Former Golden Z Club Members
- Award/Scholarship Recipients

SOCIAL MEDIA

Creating a social media account specifically for your club opens opportunities for your friends, family, peers and prospective members to see what your Zonta club is doing. Use the advantage of these free tools to create new avenues of communication with both your members and the outside world.

It is recommended that you keep account management to a limited number of people to maintain a consistent voice and message.

The three top social media networks that Zonta International uses are:

- Facebook
- Twitter
- LinkedIn

More information on Social Media is being developed for Zonta International leadership. Please find a guide for further information on LinkedIn on the Public Relations and Communications Tool Page.



www.facebook.com/ZontaInternational

www.twitter.com/ZontaIntl

www.linkedin.com/groups/3729863



LOCAL ADVERTISEMENTS

Advertisements can also be used to promote Zonta in your community, and many clubs use fliers and presentations for marketing purposes.

Several examples of advertisements that have worked successfully for clubs are located on the Build A Better Club Membership Marketing Materials page. Please make sure that the most current information possible is used in all materials. Check information on the Zonta International website when creating content.

ATTRACTING POTENTIAL MEMBERS THROUGH CLUB MEETINGS, AREA MEETINGS, DISTRICT CONFERENCES

Make sure that all club meetings, area meetings and district conferences have an open section focusing on women's issues and invite potential new members. Examples are shown in the index.

RECRUITMENT EVENTS

The club membership committee arranges at least an annual recruitment event to introduce Zonta, our mission and vision, etc. and adapt to the cultural norms of the country that the meeting is held in.

The information of Section A of this manual can be used. Examples of PowerPoint presentation are included on the Membership Tools webpage under "Recruitment & Retention".

For successful recruitment events

- Ensure that each member of the membership committee has a specific task that they are responsible for
- Create a budget for recruitment events throughout the year which includes refreshments, decorations and printed materials
- Determine what type of an event it will be ("mixer", information meeting, workshops)
- Compile the names and contact information of those individuals who have expressed interest in joining Zonta or those individuals who the club would like to invite
- Ensure that club members are aware of the event so that they may add people to the contact list, if possible



FIND IT HERE:

RETENTION TOOLS

membership.zonta.org/Tools/Membership-Tools



Marian de Forest Membership Manual



- Send invitations no later than four weeks prior to the event and a reminder two weeks prior to the event
- Give each prospective member some information to take home with them
- Follow up by contacting each prospective member two weeks after the recruitment event to confirm their interest in joining.
- Finalize the recruitment process according to the club's bylaws including introduction of the new member to the club
- Send the dues and contact information to HQ according to the procedure described on the Membership Dues webpage.



FIND IT HERE:

MEMBERSHIP DUES

[membership.zonta.org/Tools/
Membership-Dues-Tools](https://membership.zonta.org/Tools/Membership-Dues-Tools)

MENTORSHIP AND SUPPORT

Supporting new members who join the organization is critical to their overall experience. It helps make them more comfortable among the other members in the club and provides them with a direct resource to go to for questions that they have. The number of years for new members to be mentored shall be in agreement between the mentor and the mentee.



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SECTION D - EXPANDING

CHARTER OF A NEW ZONTA CLUB STEP-BY-STEP GUIDE

FOR THE SUCCESSFUL ORGANIZATION OF A NEW ZONTA CLUB OR e-CLUB IN A ZONTA COUNTRY

This “Step-by-Step guideline” is meant as an inspiration and practical guide for Zontians, who want to organize new Zonta Clubs. The content can be adapted according to the country and culture.

SPONSORING – ORGANIZING – MENTORING COMMITTEE

The group of members taking the initiative and willing to organize the new club becomes a SOM Committee. Members of the SOM Committee can belong to the same or to different Zonta clubs.

Effective SOM committees are typically comprised of four – six members:



One or two members with extensive knowledge of Zonta’s organization at club, area, district and international level, including Zonta’s role at the UN and Council of Europe



A member with extensive knowledge of Zonta’s advocacy initiatives and tools



A member with extensive knowledge of Zonta’s programs and projects – with both a local and international impact and Zonta’s cooperation with the UN partner agencies



A member with knowledge about finances including dues payments



A member willing to tell her personal story of “why I am a Zontian”



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The SOM Committee should be prepared to cover the expenses for doing the work as a service project (Sponsor). However in some districts, the district/area may have set aside money for this activity.

Clubs cannot be started in a new country without special permission from Zonta International. The procedure is described later in this section under “Chartering in a New Country” on page 35.



FIND IT HERE:

**AUTHORIZATION FOR
ENTERING A NEW
COUNTRY**

membership.zonta.org/Forms

WORK STARTS

The SOM Committee elects the Chairman among the members of the committee. The Chairman should be an energetic, hard-working, knowledgeable Zontian. The SOM Chairman is responsible for all the work of the committee.

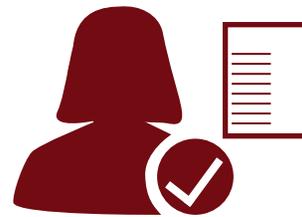
The main resource of the SOM committee is the Lt. Governor of the District, in her/his role as chairman of the District’s membership committee. The second main resources are the Governor and the International Board liaison to the District (ask your Governor).

The International Board Liaison, the District Governor, the Lt. Governor, and Area Director need to be kept informed regularly of the progress.

FINDING POTENTIAL MEMBERS

- Names of potential members come from different sources.
- All possible contacts should be used.
- Get as much information as possible of the potential members:
 - Name
 - Profession
 - Age
 - Address
 - Phone Numbers
 - Email Addresses
- Always have your own Zonta business cards available to hand to prospective members.

When the required number of names has been collected, send out the first invitation letter no later than three weeks before the first orientation meeting will be held. See an example of this later on in this section under “Invitation” on page 34.



The SOM Committee downloads the “Authorization Request for Organizing a New Zonta Club Form” (membership.zonta.org/Governance/Policies-Guidelines) and sends it to the Governor for approval (copy to the Lt. Governor and Area Director). The approval to SOM the new club will be valid for two years. Please follow the Club Naming Policy when selecting the name of the club.

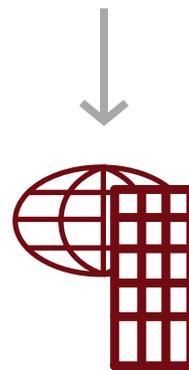
 **FIND IT HERE:**

**AUTHORIZATION
REQUEST FOR
ORGANIZING A NEW
ZONTA CLUB FORM**

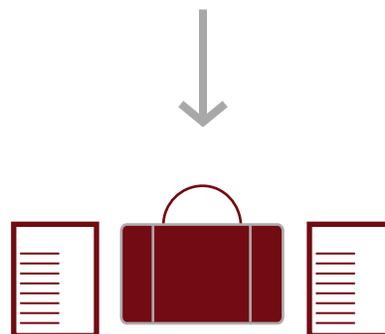
membership.zonta.org/Forms

NAMING CLUBS POLICY

[membership.zonta.org/Governance/
Policies-Guidelines](http://membership.zonta.org/Governance/Policies-Guidelines)



After approval, the Governor sends it to the International Board district liaison for approval of the name. After the Zonta International Board Liaison has approved the proposed club’s name, the Authorization Request form is sent to Headquarters (HQ) electronically to zontaintl@zonta.org. HQ sends an Organization & Extension (O&E) Kit to the SOM Chairman including Zonta brochures, the O&E Manual and other relevant papers. This will be useful in the work to come.





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The SOM chairman then calls the first committee meeting to:

- A. Review this “Step-by-Step guideline”, the O&E Kit from HQ and other relevant material.
- B. Appoint a secretary, who will be responsible for organizing and arranging the committee meetings, and transcribing and distributing the minutes of meetings.
- C. Appoint a member responsible for maintenance of the potential member file list.
- D. Define the goal: To organize a club in the city of XXX by the date YYYY.
- E. Prepare the Action Plan. This plan shall include but not be limited to:
 - a. Number of potential members needed
 - b. Meeting frequency and schedule.
 - c. Date, time, location, and program for the first information meeting, when to send out invitations and whom will they RSVP to.
 - d. Follow up procedure after the first orientation meeting including date, time, location and program for other orientation meetings if needed.
 - e. Date, time and location for the ORGANIZATION meeting.
 - f. Date, time and location for the CHARTER celebration ceremony.
- F. Develop the budget for the expenses.
- G. Help develop the first budget for the new club, including the international, district and club dues and fees (remember the extra \$US15 for new members when they join Zonta).



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The ones that respond that they are not interested at this point should be followed up with at intervals of what would be customary in your Country/Area (three months, two weeks, etc.).

After the deadline passes for prospective members to answer the email or letter invitation, the telephone work will begin. The members, who are good at telling others about the “wonders of Zonta” by phone, will call all the potential members who have not responded. If the candidate is interested, remember to ask for names of somebody he/she knows who might be interested as well – get all the information you can.

Have a prospective member packet which includes the tri-fold, brochure, international service projects, etc, etc as well as a prospective member application/form. This work is very important and essential for the success of the project.

A KEY TO SUCCESS

Identify beforehand one or more potential service projects in the local community where the new club is going to be chartered and suggest them during the first orientation meeting as potential project of the new club.

INFORMATION MEETING(S)

If there are 15 potential members coming to the first orientation meeting, it is good if approximately seven members from an existing club could come also to mingle and tell about Zonta in smaller groups. Proposed program for the meeting:

1. Welcome by the SOM chairman
2. What is Zonta International (by governor, area director or another member with the necessary knowledge)
3. What does a Zonta club do, how it works, how often the club meets, and potential service projects in the local community.
4. What does it mean to become a member of a Zonta club – benefits - time – money
5. Tentative time schedule for the organization of the new club including a potential date for the chartering.
6. Questions

Before leaving the orientation meeting, the participants are encouraged to fill in the “Prospective Member Questionnaire Form” and to sign it.

Remember to ask every participant to provide names, addresses etc of other people they think could be interested in joining. Last, but not least, agree on a new date for a second orientation meeting if there are less than 20 potential members signing the form during the first meeting.



FIND IT HERE:

PROSPECTIVE MEMBER QUESTIONNAIRE FORM

[www.zonta.org/Local-Action/
Prospective-Member-Questionnaire](http://www.zonta.org/Local-Action/Prospective-Member-Questionnaire)



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The SOM committee sends out invites for the second orientation. The invitation and follow up work is repeated each time we have an orientation meeting. Depending on the interest, it may be necessary to have several meetings.

To increase the rate of success, encourage the most interested prospective members to become the active core group to work together with the SOM committee. If not possible during the first orientation meeting, this needs to be formalized not later than the 2nd meeting.

ORGANIZATION MEETING

The SOM committee reviews continuously the information collected from every potential member that has signed the “Prospective Member Questionnaire Form” and classifies those potential members according to the classifications included in the Zonta International Membership Manual: Marian de Forest Membership and Classification Manual and Organization and Extension Manual: membership.zonta.org/Governance/Manuals

When a minimum of 20 potential members have signed the “Prospective Member Questionnaire Form” and they have been approved by the SOM Committee as qualified to become Zontians, the Formal Organization meeting can be held. The SOM Committee invites the prospective members to this meeting and instructs the participants to bring money or a check for the amount corresponding to the dues and fees. The purpose of the organization meeting is to complete the organization process of the new club.

At this meeting the following comprise the basic agenda for this meeting:

- Agreement to the club being established
- Agreement to abide by the ZI Bylaws and Rules of Procedure
- Setting of the annual club fee
- Collection of the monies for dues and fees.
- Election of club officers
- Calling for volunteers for optional positions within the club
- Announcement of the first club meeting
- Announcement of the first board meeting
- Committee assignments
- Any other business
- Meeting closure

A KEY TO SUCCESS

For the second information meeting, include a prominent speaker that can talk about women’s issues and the potential for local activity of Zonta in the particular area



FIND IT HERE:

SOM FORMS

membership.zonta.org/Forms

DUES PAYMENT INSTRUCTIONS

[membership.zonta.org/Tools/
Membership-Dues-Tools](http://membership.zonta.org/Tools/Membership-Dues-Tools)

The SOM committee chairman mails the following to Headquarters

- Member Report Form B
- Club Officers Contact Information Form
- ZI dues and fees
- Membership Dues Payment Transmittal Form

The charter date is the date when all four items above are received at Zonta Headquarters.

Headquarters sends to the new club a notification letter, charter certificate and gavel.

CHARTER CEREMONY

The Board of the new club proposes a date for the Charter Ceremony and sends the proposal to the Governor, the Lt. Governor and the Area Director. The Governor approves the date after ensuring that either the Governor, the Lt. Governor or the Area Director can attend and informs the International Board liaison. The date should be at least a few months away from the payment reaching Headquarters, as this allows time for the Charter and gavel to arrive.

CHARTER PRESENTATION

- **Setting the date:** The date should be set in consultation with the governor who usually will present the charter and gavel. Allow four to six weeks for receipt of gavel and charter from Zonta Headquarters.
- **Organization:** responsibility of the club president with guidance from SOM committee, governor and area director. The club treasurer or finance chairman should be part of the organization.
- **Budget:** the function should be self-supporting.

AGENDA AND PURPOSE

- Formal welcome of the new club to the Zonta family through the presentation of the charter and the gavel and the attendance of current and past district and international officers and Zontians from neighboring clubs
- Installation of the new club officers



- Introduction of the new club to the community by inviting representatives of the community to the presentation
- Suggested program on “what is Zonta” and other facts on what our organization’s goals and objectives are and what our benefit to the community will be
- Attainment of maximum publicity

PREPARATIONS

The first step is to set up a budget for the event. Items in the budget should include:

- Printing the invitations (if applicable)
- Postage (if applicable)
- Printing the programs
- Telephone and email (for follow-up contact)
- Rental of premises (if any)
- Table decorations
- Meals or refreshments and gratuities
- Costs for invited guests

When considering total costs, it would be a good idea to set the price of the event high enough to cover all expenses including the invited guests. Another possibility is to sell tickets for the event. This method has been used by some clubs enabling them to defray all expenses and to start their first service fund.



CHARTERING IN A NEW COUNTRY

If a member or a potential member shows interest in starting a Zonta club in a new Zonta country, the Country approval procedure shall be followed.

1. HQ receives an inquiry from an interested person a non-Zonta-country who wants to join Zonta asking for the procedure. This inquiry can come from the person directly or from a current Zonta member.
2. HQ sends immediately a response with information that the application is received, that this is a new Zonta country and needs board approval (copy to Membership Committee) and that this process will take approximately two to four months.
3. HQ creates a fact sheet about the country for presentation to the Board and the Membership Committee.
4. The Board decides on pre-approval and assignment to a district/region after recommendation from the Membership Committee.
5. The recommended district/region is contacted by the Board Liaison and a SOM Club will be identified.
6. The Governor/Regional Representative sends the form "Authorization for entering a new country" to the Membership Committee with a copy to HQ and Board Liaison. The attachment provides supplementary information according to the New - Country Criteria.
7. The Membership Committee assists in completing the "new country charter package" and requests a motion for approval from the Board.
8. The Board or Executive Committee, if so decided by the Board, decides about the approval. If agreed on, the IP signs the authorization form confirming approval of the new country and the new club.
9. This approval is valid for 4 years. After the 4 year period has expired, a quick re-approval by the Board/Executive Committee is sufficient. If the political/social situation in the country changes negatively, approval can be cancelled within the four years period.
10. For former Zonta countries, a quick approval process is possible when the local situation in the country according to the fact sheet allows pre-approval (see items 3 and 4).



NEW COUNTRY CRITERIA:

1. The goals and objectives of Zonta International can be accomplished under the local government structure
2. Residents of the proposed country are free to join and participate in meaningful local and international activities
3. If required, an approval for the organization of Zonta clubs in the new country has been obtained from the local government
4. Entering the proposed country will have no adverse effect on already existing clubs in neighboring or affiliated countries
5. Future clubs of the proposed country may operate under Zonta International Bylaws
6. The banking regulation in the proposed country allows for Zonta to open bank accounts and permit transfer of funds
7. A report verifying the legal processes for establishment in the proposed country has been obtained

AFTER CHARTER

It is the responsibility of the SOM club, together with the new club Board to develop and conduct a sustainability plan for the new club. Some practices that have shown success in the past are described below:

- The SOM Committee Chairman attends, if needed, the Board meetings. The first decision of the board is to decide on a date for the Charter Celebration Ceremony of the club.
- The SOM Chairman helps with the preparations for the Charter Ceremony Celebration, where it is important to invite representatives from the local community including the mayor, so the community will know what a Zonta club is.
- The SOM Committee chairman is in touch with the new club if needed and receives the minutes – attend meetings, and make sure that any questions will be resolved This will continue as long as needed in order to make sure that the club functions. For some clubs it could be a couple of months, others up to one year.
- The first year, minutes of meetings of the new club are typically sent to the area director and to the governor so they can follow the club in its progress.



APPENDIX



APPENDIX

ESTABLISHING OR TRANSITIONING INTO AN e-CLUB

As with traditional Zonta clubs, e-clubs cannot be chartered in countries that do not yet belong to Zonta International. If there is a wish to charter an e-club in a country not yet belonging to Zonta, the country needs to be approved by the International Board prior to chartering the e-club. However, prospective members from any country, including countries where Zonta does not exist, may join an e-club.

Clubs are limited to one-third of its members being from countries where Zonta does not yet have an official presence.

Because e-clubs are assigned to a district by the International Board, governors should consult their board liaisons regarding the district that the chartering e-Club will be placed in prior to sending the Authorization Request for Organizing a New Zonta Club Form to ZI Headquarters.

As with any other club, e-club bylaws shall be in alignment with the Zonta International Bylaws. e-clubs in formation should establish a bylaws and resolutions committee to develop club bylaws and bring them forth to the club membership for adoption. Outlines of the club bylaws are available in the club manual. e-clubs may choose to be more specific in their bylaws regarding the requirements for service and for participation in electronic meetings.

e-CLUB NAMES

All e-clubs are to develop a charter name that begins, "Zonta e-Club of..." If the majority of members of an e-club are chartering within one country, they can choose if they would like to represent their town, district or country. Samples of these names are provided below:

- Zonta e-Club of Oak Brook – town
- Zonta e-Club of District 06-Club 1889 – district and club number
- Zonta e-Club of USA2 – country and numerical order of e-clubs that have chartered



FIND IT HERE:

**AUTHORIZATION
REQUEST FOR
ORGANIZING A NEW
ZONTA CLUB FORM**

membership.zonta.org/Forms



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If the majority of members of an e-club are chartering within multiple countries, e-clubs are asked to choose their charter name based upon continent.

Samples are provided below:

- Zonta e-Club of Africa¹
- Zonta e-Club of Asia¹

The Naming Clubs Policy can be found at membership.zonta.org/Governance/Policies-Guidelines.

Because members from an e-club may be from a variety of locations, the boundaries of naming an e-club are more flexible and the above examples should be followed.

WEBSITES

For naming club websites, e-Clubs shall use the following pattern:

www.Zontaeclubxxe-clubx.org, the xx being the Zonta District number, and the number of the Zonta e-club.

Example:

<http://www.Zontadistrict07e-club1.org>

<http://www.zontaeClub-asia1.org>.

The currency of the e-club should be the currency of the country that the e-Club is chartered in. If an e-club is chartered throughout multiple countries, the e-Club should decide with the SOM chairman what their currency will be.

If a club determines that they would rather be an e-club, they may change their entire club membership to an e-club. Their club name would simply change to an e-club name that symbolizes their current club location. For example, if the Zonta Club of Kuantan decided to transition into an e-club, the new name would be “Zonta e-Club of Kuantan”.

A club who chooses an e-Club option should inform their governor, board liaison and ZI Headquarters of this information.

A member cannot be both a member of a non e-club and an e-club at the same time.



FIND IT HERE:

NAMING CLUBS POLICY

membership.zonta.org/Governance/Policies-Guidelines



METHODS OF COMMUNICATION [AVAILABLE TECHNOLOGY]

There are several tools available to foster electronic meetings and communication. Below are examples of the tools available to clubs; other services are likely available in your country.

- **Skype: www.skype.com**
Hosts groups up to 25 people. Please consult Skype for non-basic usage pricing information.
- **GoToMeeting: www.gotomeeting.com**
Hosts up to 25 attendees.
- **GoToWebinar www.gotomeeting.com/online/webinar**
Hosts 100, 500 or even 1,000 attendees. Please consult GoToMeeting for pricing information.
- **WebEx by Cisco: www.webex.com**
Has multiple plans available including conferencing number/screen sharing for up to 25 people. Plans also include conferencing for up to 100 attendees. Please consult WebEx for pricing.
- **Glance: www.glance.net**
A computer screen-sharing software that would require phone conferencing capability from another source. With one subscription, you can set it up to allow others to present after the “owner” of the service logs in. This allows for multiple presenters during one meeting. Please consult Glance for pricing information.
- **Google Plus: <https://plus.google.com>**
A social networking site that also hosts an authorship tool that allows people to post content.

OTHER METHODS

- **Message Boards**
A message board, also known as an Internet forum, is a place for members to talk. Divided by topic, message boards allow club members to communicate in their own time and at their own pace. Items posted on a message board remain there until they are deleted or archived by the moderator.



- **Chat Rooms**

Chat rooms are a meeting place where members can connect in real time conversation. They can be used to conduct club meetings, discussions and brainstorming sessions. Most networks and online services offer chat features, many free of charge. Some chat software can even record and post club meeting conversations to a webpage for later viewing, providing an option for members that were unable to chat.

- **Members Only Area of Club Website**

Post meeting minutes, club budget and other pertinent club administrative information. Although a password is needed, members should be able to easily access this information, keeping everyone informed. Your chat room can be located in this area as well.

- **Blogs**

A blog, or Web log, is an online journal. Blogs give clubs another opportunity to communicate.

Some good ideas for blog topics include an up close look at one of your service projects, the benefits of being a Zontian, a member profile, interesting tidbits about your club and testimonials about your club or volunteering. Blogs are generally written in an informal, conversational style. To be effective, blogs should be updated regularly.

MEMBERSHIP PROFILE

In November 2013, an analysis of the membership was taken.

A few highlights included:

- The largest percentage of our members stayed with Zonta for two years or less
- The largest percentage of our members for whom Headquarters has data on file were between 56-65 years of age
- Two out of three districts with the largest decline in membership between 2012 and 2013 were in North America
- Europe contained the largest percentage of Zonta's membership
- The largest increase between 2012 and 2013 was in Region South America
- Z and Golden Z clubs were both experiencing much growth



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This information demonstrates that the expectations that many members anticipated when they joined did not match their actual experiences. In a recent member satisfaction survey taken in June 2014 that generated more than 1,800 total responses, members indicated that they originally joined Zonta for the following top reasons:

- Advocacy for women’s rights and gender equality – 57.8% (927 members)
- Zonta mission – 46.2% (740 members)
- Service – 39.9% (639 members)

Do the members who you support focus on advocacy, mission and service? If not, these key items need to be examined among your members. Remember, success attracts success.



FIND IT HERE:

SERVICE RECOGNITION AWARDS

www.zonta.org/Local-Action/Zonta-Service-Recognition-Award

SERVICE EXAMPLES

The following are examples of service projects that clubs may consider: (winners of service award 2012 and 2014 – use web for examples)



Zonta Club of St. Louis, USA (District 07) Education Funding and Mentorship

This club supports a program in their community that benefits local single mothers committed to seeking a post high school (secondary) education. Funds raised provide financial aid for tuition, books, lab fees, classroom supplies and childcare support for program participants. In addition to raising funds for the program, each student is matched with a Zonta member as their mentor to provide them with guidance and support.



Zonta Club of Colombo III, Sri Lanka (District 25) Job Skills Coaching

This club created its own program that aims to enhance the employability and professional skills of young women under the guidance of industry experts. Undergraduate college/university females in a variety of disciplines are “groomed” for the job market and mentored by professionals who guide them for one year at no cost.



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Zonta Club of Stara Zagora, Bulgaria (District 30) Healthy Living Encouragement

This club partnered with another organization to promote healthy living by using an integrated approach between nutrition and athletics. The program focused on 1.) girls who were overweight by developing a specialized plan for them and 2.) educating the general public. The outreach to these girls will help them to make educated decisions about their overall health and also educate their families.

ADVOCACY EXAMPLES

The following includes a few advocacy projects that may be considered:

- Holding a rally for the “Zonta Says NO to Violence Against Women” campaign. This campaign has resulted in the development of more community women’s shelters and improved information on where to find them.
- Hosting an event by showing a film to the public about human trafficking. This initiative has resulted in raised awareness, legal aid and better training of police.
- Writing formal reports to decision makers. Areas and districts have broadened discussion on proposed bills.

MEMBER SATISFACTION SURVEY

In the June 2014 Member Satisfaction Survey, members responded with the following regarding meetings that they attended:

- 24% did NOT find the meetings vital with the right topics
- 19.4% indicated that their meetings were NOT interesting and engaging
- 17.9% did NOT find meetings organized and well-executed



RELEVANT EVENTS WHERE TO INVITE POTENTIAL NEW MEMBERS EXAMPLES



Zonta Club of Black Hills, USA (District 12)

Hold an “expo” or “fair” that contains a special speaker, features local businesses and non-profits as well as different food vendors. Have a table or booth available with a large sign about joining Zonta.



Zonta Club of Kowloon, Hong Kong (District 17)

Zonta clubs in the Philippines, Hong Kong and Thailand use a variety of PR strategies to establish the ZONTA brand in the community. These strategies include signature campaigns, motorcades and advocacy marches, whistle campaigns and Zontian leaders appearing in prominent television, radio and print media. Giant banners are established at strategic locations. In Cebu, the government has declared November as the Zonta month.



Zonta Club of Hamburg - Elbufer, Germany (District 27)

Organize an event near Rose Day, 8 March, which features speakers, musicians, and a representative of the United Nations. A lunch and reception is included and the cost includes a donation. There is an article and photo in the newspaper for this.



MENTORSHIP EXAMPLES

The number of years for new members to be mentored shall be in agreement between the mentor and the mentee.

Several examples of mentorship include:

- Joining a committee
- International Programs and Awards
- ZI Foundation
- Bylaws and Rules of Procedure
- International Convention
- District Conferences

