

**SUGGESTED STEP BY STEP GUIDE FOR FORMING A NEW CLUB in D  
23**

**Document Control**

Version V1.0	Original Document	May 2014
Version V1.1	Reviewed	June 2020

***TO BE READ IN CONJUNCTION WITH CURRENT DISTRICT 23 GUIDELINES FOR FORMATION OF A  
NEW CLUB (includes E CLUBS) AND THE CURRENT ZONTA INTERNATIONAL MEMBERSHIP  
MANUAL***

<b>KEY STEPS</b>	<b>DETAILS</b>	<b>TIME LINE/ PROGRESS</b>
<b>INTERESTED CLUB OR INDIVIDUAL INVESTIGATES POTENTIAL.</b>	<ul style="list-style-type: none"> <li>• Discuss proposal with Lt Governor, Area Director and presidents of other Zonta clubs in the Area</li> <li>• Seek agreement from sponsor club/s</li> <li>• Research catchment area:               <ul style="list-style-type: none"> <li>• Are there other service clubs?</li> <li>• Are there Zontians nearby who could drive the project?</li> <li>• Friends of Zontians who could provide introductions?</li> </ul> </li> <li>• Talk to community members, Council, businesses</li> <li>• Seek formal approval from ZI through D23 Governor.</li> </ul>	Begin process
<b>SPONSOR CLUB &amp; SOM CHAIRMAN AGREED.</b>	<ul style="list-style-type: none"> <li>• Establish SOM committee, appoint / elect a Chairman</li> <li>• Submit Authorization Request for Organizing a New Zonta Club to the D23 Governor who sends on to ZI for approval</li> <li>• SOM Committee completes the D23 Plan to Form a New Club including a budget</li> <li>• Submit to the D23 board and determine if sponsor club(s) need to contribute</li> <li>• Sponsor club members agree to time and travel commitments eg: attend information nights and events at proposed club</li> <li>• Report regularly to Area Director, Lt Governor and Governor.</li> </ul>	1 month



<p><b>PLAN A PUBLIC MEETING / INFORMATION NIGHT</b></p>	<ul style="list-style-type: none"> <li>• Select a date that will allow SOM and Committee to commit to an unbroken flow of meetings</li> <li>• Find a venue, finalise date and any catering required</li> <li>• Announce time, date and place of next meeting</li> <li>• As a courtesy, inform Mayor &amp; Council, other service clubs and invite their support</li> <li>• Build a mailing list from personal contact and local organisations: eg Council, schools, business &amp; professional groups, local newspaper etc.</li> <li>• Mail or email a formal invitation to those on mailing list</li> <li>• Reinforce with personal invitation where possible</li> <li>• Develop flyer for display in public spaces eg libraries, local businesses</li> <li>• Design email that can be forwarded to other networks</li> <li>• Provide a Media release to local newspapers, community radio etc</li> <li>• Determine program: with experienced Zontians to speak. Allow time for questions and individual discussion</li> <li>• Brief those Zontians who will speak at the meeting</li> <li>• Ensure a logical flow of information while keeping it bright and brief</li> <li>• Design a simple feedback form</li> </ul>	<p>2 months</p>
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<p><b>HOLD AN INFORMATION NIGHT</b></p>	<ul style="list-style-type: none"> <li>• Ensure the expected times for start, break and finish are maintained</li> <li>• Record contact details of all who attend.</li> <li>• Set dates for following meetings and promote these.</li> <li>• Take notes of meeting and collect feedback forms.</li> </ul>	<p>3 months</p>
<p><b>SET UP DATABASE</b></p>	<ul style="list-style-type: none"> <li>• Maintain a data base of interested people and useful contacts.</li> </ul>	
<p><b>HOLD FOLLOW UP MEETINGS</b></p>	<ul style="list-style-type: none"> <li>• Seek low cost/no cost venue for these meetings</li> <li>• Promote these dates at initial meeting and later promotion of Zonta</li> <li>• Plan management of follow up meetings when attendees have varying levels of knowledge; may need to break into groups</li> <li>• Have application for membership forms at all meetings.</li> </ul>	<p>Monthly for three months</p>
<p><b>CONTINUE COMMUNICATION AND PUBLICITY</b></p>	<ul style="list-style-type: none"> <li>• Organise coffee meetings with key interested people</li> <li>• Maintain email communication with all on data base</li> <li>• Invite people to the sponsor club's monthly meeting and any special events of club or Area</li> <li>• Regularly report progress to Lt Governor and Area Director.</li> </ul>	
<p><b>PLAN AND HOLD FURTHER MEETINGS</b></p>	<ul style="list-style-type: none"> <li>• Encourage firm commitment from prospective members</li> <li>• Encourage prospective members to follow up with others</li> <li>• Emphasise the benefits of financial membership including insurance for members performing Zonta volunteer duties</li> <li>• Survey prospective members to establish most convenient day and time for meetings</li> <li>• Identify and encourage potential leaders</li> <li>• Aim for firm commitments by the third or fourth meeting.</li> </ul>	<p>6 months</p>



<b>HOLD FIRST FORMAL ORGANISATION MEETING</b>	<ul style="list-style-type: none"><li>• Hold 'Organisation meeting' with formal resolution to establish a club and abide by ZI Bylaws and Rules of procedure. Set fees, giving a firm idea of financial commitment</li><li>• Elect a Board and encourage them to organise subsequent board meetings</li><li>• Elect or appoint a Treasurer; funds are managed through the Sponsor club's account or in new bank account until Charter</li></ul>	6-7 months
<b>SET VENUE</b>	<ul style="list-style-type: none"><li>• Seek appropriate venue and style for ongoing meetings</li><li>• Consider occasional supper meetings with no cost or minimal cost.</li></ul>	
<b>DEVELOP GOOD PUBLIC RELATIONS</b>	<ul style="list-style-type: none"><li>• As soon as possible develop a local public profile</li><li>• Issue media release prior to each of the planning meetings</li><li>• Invite local media to events</li><li>• Keep a record of publicity</li><li>• Seek interview on community radio; find an angle that suits the community</li><li>• Print business cards for the SOM chair with contact details.</li></ul>	

<b>1. STEPS IF FOLLOWING THE STANDARD MODEL OF CLUB FORMATION</b>		
<b>DEVELOP ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Meetings may not be enough to keep people engaged but fundraising is not appropriate until membership is confirmed</li> <li>• Encourage 'hands on' project like Breast Cushions or Birthing Kits</li> <li>• Identify and plan for future local service projects to generate enthusiasm</li> <li>• Advertise as 'Proposed Zonta Club of xxx, sponsored by Zonta Club of xxx Inc.'</li> </ul>	
<b>GAIN SUPPORT FROM OTHER ZONTA CLUBS</b>	<ul style="list-style-type: none"> <li>• Communicate and issue invitations to other clubs.</li> <li>• Encourage members of new club to attend other Zonta events eg. Club and Area meetings, Presidents' meetings, D23 Conference.</li> <li>• Ask Lt Gov to include update of progress in D23 Newsflash.</li> </ul>	

<b>2. STEPS IF FOLLOWING THE "CLUB WITHIN A CLUB MODEL" where members are inducted into the sponsor club until the new club is Chartered with the minimum 20 members being achieved.</b>		
<b>REASONS FOR FOLLOWING THIS MODEL</b>	<ul style="list-style-type: none"> <li>• If after a reasonable time it seems unlikely the club will be able to charter following the standard model,</li> <li>• The Sponsor Club, SOM Chairman, and SOM Committee wish to continue support</li> <li>• The Governor, Lt Governor and Area Director believe that further time will result in the chartering of a new club.</li> </ul>	
<b>ACTIVITIES DEVELOPED INCLUDING FUNDRAISING AND LOCAL PROJECTS</b>	<ul style="list-style-type: none"> <li>• Meetings will not be enough to keep people engaged. They need to be involved in some local fundraising or local projects</li> <li>• Appoint a responsible person to act as Treasurer with funds managed through the Sponsor club's books under a separate line item</li> <li>• Advertising needs to be Proposed Zonta Club of xxx, sponsored by Zonta Club of xxx Inc. The new club cannot be Incorporated until it charters and therefore cannot have a bank account in its own name</li> <li>• Emphasise the benefits of becoming a financial member. This includes having <b>Voluntary workers insurance</b> for members when performing Zonta volunteer duties provided the D23 Insurance Company has been notified about the proposed when events are specifically run by them.</li> </ul>	
<b>SUPPORT GAINED FROM OTHER ZONTA CLUBS</b>	<ul style="list-style-type: none"> <li>• Communicate with other clubs and issue invitations to events</li> <li>• Encourage members of the new club to attend other Zonta events eg. Club and Area meetings, Presidents' meetings, D23 Conference.</li> <li>• Ask Lt Gov to include update of progress in D23 Newsflash</li> </ul>	

<b>INDUCTIONS</b>	<ul style="list-style-type: none"> <li>• Hold initial inductions in groups at the sponsor club meeting</li> <li>• As soon as there is a core of people willing to join organise a special function to hold further inductions</li> <li>• Invite Lt Gov/Area Director/Sponsor club President to participate and members of the sponsor club to attend</li> <li>• Encourage members of the new club and inductees to invite guests</li> </ul>	
<b>CLUB MEETING VENUE</b>	<ul style="list-style-type: none"> <li>• Source a local venue that is convenient for most of the members. Determine date and time and whether dinner should be part of the regular meetings.</li> <li>• Having a regular meeting place encourages the development of a club culture.</li> </ul>	
<b>COMMUNICATION TO NEW MEMBERS</b>	<ul style="list-style-type: none"> <li>• Financial members will receive communication from ZI and District in the form of Newsletters and the Zontian.</li> <li>• Club emails to members will include minutes of meetings</li> <li>• Encourage publication of Club newsletter as soon as possible</li> </ul>	
<b>ALLOCATION OF ROLES</b>	<ul style="list-style-type: none"> <li>• Form an interim executive team – President, Treasurer and Secretary</li> <li>• Allocate tasks to financial members – sourcing speakers, fundraising</li> </ul>	
<b>MENTORING</b>	<ul style="list-style-type: none"> <li>• It is vital that the potential leaders in the new club are supported by experienced Zontians.</li> </ul>	

<b>BOTH MODELS</b>		
<b>PLAN CHARTER PRESENTATION AND INDUCTIONS</b>	<ul style="list-style-type: none"> <li>• When fifteen people have joined and paid fees complete the Member Report Form Charter Clubs and send to D23 treasurer along with your ZI and D23 dues. SOM to notify ZI and District board that club is ready to charter</li> <li>• Hold formal meeting to elect ongoing Board</li> <li>• Club committees can be set up at a later date Plan for Charter Presentation Dinner in consultation with Governor and Lt Governor</li> <li>• Invite members of D23 Board and D23 Leadership team, and members of all clubs in the Area</li> <li>• Encourage members of the new club to invite guests.</li> </ul>	
<b>FORMS AND FEES INCORPORATION ONGOING SUPPORT</b>	<ul style="list-style-type: none"> <li>• Refer to GUIDELINES FOR FORMATION OF A NEW D23 CLUB</li> <li>• Refer continually to the current ZI MEMBERSHIP MANUAL</li> </ul>	