# MEMBERS MATTER – Jenni Foreman
# D23 Lieutenant Governor & Chair Membership

The strategy for supporting membership and driving Zonta growth for the biennium is to use the excellent work undertaken by Wendy and the membership team during the last biennium and creating club ready resources which can be implemented across the district.

I feel that there are 3 portfolios sitting within the Membership Chair which I will be managing

1. Members Matter: Recruit-Retain-Renew
2. Youth Engagement: Zonta Youth Advocacy Forum
3. Club Creation: Fit for the Future

## RECRUIT

How do we make our organisation attractive for women and men to join in a world which is changing before our eyes. We know that the Zonta we all joined struggles to appeal to younger members and while I appreciate the value of our older energetic demographic, recruiting age-diverse members needs to be our long-term strategy for survival and success.

I firmly believe that we need to create new clubs which offer varied engagement models to make Zonta not only more attractive but also inclusive.

Our current club model, excluding the e-clubs, is geographically exclusive which is problematic in a District which we have already acknowledged is geographically diverse.

We currently make it very difficult for women across the majority of D23 to engage with Zonta because there is a requirement/expectation to attend face-to-face meetings. I also believe that the D23 e-club faces time zone challenges.

## RETAIN

As with any successful and effective organisation, our people are our greatest asset and worthy of celebration.

Celebrating team members boosts morale, strengthens collaboration and fosters a positive culture – all things which are important for the health and wellbeing of Zonta International now and in the future.

We all know that retention of recently engaged (0-3 years) new members is a significant issue for our organisation and creating resources and opportunities to drive retention is important to our long-term viability.

Synergy is the superpower we all need to harness – synergy is where different elements combine to produce a better result than they could by working alone.

Consider if each of us had a tiny solar panel on the top of our head the result would be that we each produce a tiny trickle of energy which would hardly be noticed, but if all our individual solar panels were connected together the energy created would explode the electricity networks.

As I have previously mentioned, effective advocacy is all about synergy resulting in our voices being amplified – the same applies to membership growth. Once new members have joined their solar panels to the Zonta network and joined the fight for Women's rights we need to work hard to keep them connected.

## RENEW

The strength and success off any community – and D23 is a community despite it's significant geographical dimensions – is dependent on the sum of the contributions of each and every member. It is a simple mathematical equation – if you put 0 in then you will get 0 in return.

While our constant focus is on membership numbers, and our health as an organisation is measured by that magical number, I feel that an important opportunity for us is to improve the engagement and productivity of the amazing members that we currently have.

The world is a better place because of the energy that each of our members contribute to Zonta – not the time, not the money, but the energy.

Whether our members contribute energy to Birthing Kits or Sustainability or Young Women in Leadership, it is that energy that makes a difference.

**Energy is defined as the capacity or ability to do work. It is the force that causes objects to move, change, or grow.**

**We are trying to effect change in our world – which is a form of movement. By definition, movement requires energy.**

But the impact is much greater when that energy is focused – like a lightning bolt. The impact of a strike of lightning is only noticed because that electrical energy is all focused on a point – if that same amount of electrical energy was dispersed over a 10 km radius it would not be noticed.

We need to make sure that our Zonta energy is focused like a lightning bolt, not dispersed in such a way that it goes unnoticed.

Albert Einstein defined energy with his famous E = MC2

Einstein described mass as essentially "congealed energy" that is packed very tightly. Mass can be converted into energy, and energy can be converted into mass, which is the fundamental principle behind nuclear power.

If you could completely convert 1 kilogram of mass into energy it would release roughly the same energy as 21 megatonnes of TNT. Think of the mass that is contained within D23 and that gives you some idea of the potential energy we can harness to **make the world a better place for women and girls.**

Energising our current members and increasing their output in terms of energy and enthusiasm will have a significant impact.

Make them feel valued
Make them feel appreciated
Kickstart their passion for making the world a better place for women and girls
Give them the tools to do amazing things

Help them find the seat on the bus which best aligns with their skills, experience and interest and strap them in tight!

**The Zonta Spirit Awards which will be launched in 2027 will an avenue to celebrate our members and drive energy and enthusiasm.**

## Why doesn't your club try the following this month?

### Fit for the Future Club Health Assessment




How healthy is your club? Discover what's working and where there's room to grow. Take the **Fit for the Future Club Health Assessment** to identify strengths, address challenges and build a stronger future for clubs and districts. Click here to access the assessment.

ZONTA

# Members Matter

BUILD A BETTER WORLD FOR WOMEN AND GIRLS

## Recruit

### Create an invitation template club members can email and/or share on social media

A clear and consistent message about who we are and why we are an amazing organisation to make the world a better place for women and girls.

**Remember – brand for membership diversity**



## Retain

### Make your club meetings & activities easily accessible to all members

Do your meetings and activities create geographical barriers for your existing members to maintain engagement?

**Can you manage your club business online to reduce evening travel time?**



## Renew

### Develop a clear Leadership Growth & Transition Plan

Engage experienced members with developing a leadership growth and transition plan for your club – extending their own engagement and encouraging others to develop leadership skills.



ZONTA INTERNATIONAL DISTRICT 23

BUILD A BETTER WORLD FOR WOMEN AND GIRLS

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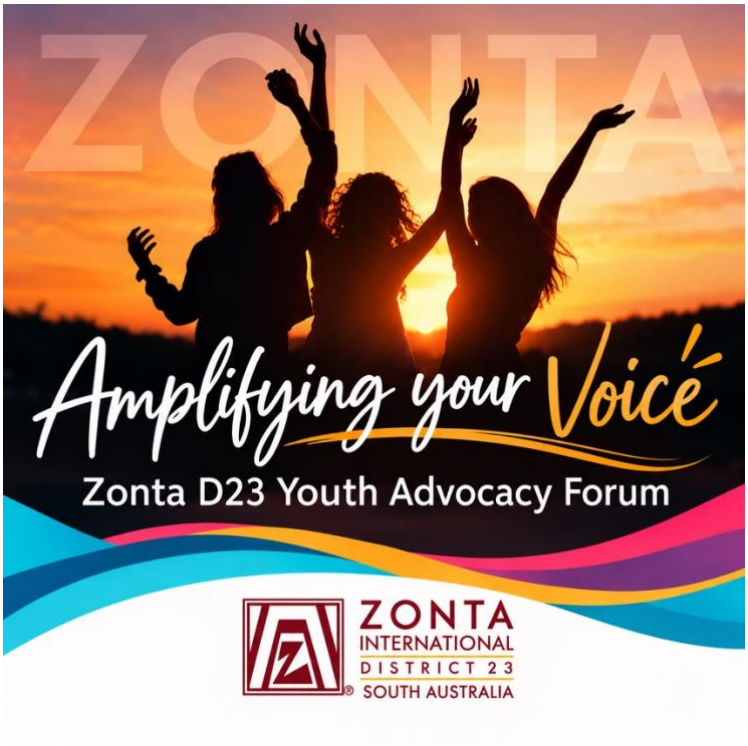
# YOUTH ENGAGEMENT – Zonta Youth Advocacy Forum

While all our members are valued and important, my passion for this biennium is to create a support network for our young members and to create an advocacy forum to ensure that their voices are heard both at district level and via the D23 Advocacy chair to Zonta Australia.

I started a Youth Advocacy group in South Australia earlier this year and had positive feedback from the youth members who are in clubs where the remainder of the members are significantly older.

It is important to provide communication and collaboration opportunities for our youth members, and this aligns with the lead that ZI are taking in the Blueprint for the Future. Their proposal is to include a youth member on the ZI Board – we are going to get a head start and actively support and engage our youth members at the District 23 level.

Please email me if you are a Young Zonta member (<35 years) and would like the opportunity to connect with other young members across District 23 – jenni.zonta@magillvet.au



# CLUB CREATION – FIT for the FUTURE

While we are unable to significantly change the architecture of our current clubs, how do we design clubs which are “fit for the future”

I think there is enormous opportunity for growing “new” clubs within our area but the I believe that the key to their success is to try alternate models.

The current model is leading a loss of clubs and a loss of members.

The definition of insanity is to do the same thing over and over and expect a different result.

Let’s try something different!

Wendy has appointed a Club Creator Adviser in each area and I am looking forward to working with them in identifying opportunities - some of the seeds that we plant will grow and it is all about planting as many seeds as we can.

Area 1 = Fiona MacDowall
Area 2 = To be advised
Area 3 = Kimberley Robbins
Area 4 = Donna Fabris
Area 5 = Jill Taylor
Z Club & Golden Z Club = Tyril Houghton

Please contact your local Club Creator or myself and share your thoughts and idea’s – jenni.zonta@magillvet.au

# Club Creation...

**BUILD A BETTER WORLD FOR WOMEN AND GIRLS**

## Foundation

### Lay a Foundation

Project Manager
Construction Team
Community Liaison

Just like any building project, creating a new Zonta Club starts with laying solid foundations and assembling the right team to lead the project through to a successful outcome.

**Successful Outcome = Fit for the Future Zonta Club**

## Structure

### Create the Structure

**Innovation**
**Evolution**
**Metamorphosis**

How will the club conduct it's **business**?
How will the members **connect** socially?
What are the **service** opportunities?
What are the **advocacy** opportunities?
What innovative club structure can be created to **break down the barriers** of engagement eg geographical boundaries?

## Engage

### Engage the Community

Community Leaders
Business Owners
Local Government
Professional Organisations

Spread the Word
Share the Message
Making the World a Better Place for Women & Girls

## Handover

**A club which is fit for the future**




ZONTA INTERNATIONAL DISTRICT 23 SOUTH AUSTRALIA

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