

## **District 15 Membership Matters December, 2009**

Submitted by Lt. Governor Denise Quarles

### **DISTRICT MEMBERSHIP PLAN**

At the fall conference the Organization, Membership, Classification (OMC) Committee unveiled its new and innovative Membership Plan to assist clubs in addressing membership growth and club vitality. Each club was given a computer disc containing a Recruitment, Retention and Revitalization Manual developed by the OMC Committee as well as a Leadership Manual developed by the Area Directors. These manuals may also be viewed on the District website, [www.zonta15.org](http://www.zonta15.org). The disc is full of information about various methods for strengthening membership such as recruitment tools including a power point presentation specific to our district; retaining members through professionalism, mission focused projects and program meetings, new member orientation; revitalization through a club self assessment checklist, fellowship, etc. The disc is a single source aid which will supplement, not replace, the considerable Zonta International information available for clubs.

The OMC Committee (Lt. Governor and Area Directors) initiated this Membership Plan project due to the decline of District membership. Unfortunately following some gradual, moderate growth last club year, we are again experiencing a decline in membership. In addition to the usual factors, the problem economy has also affected membership numbers. Also, the 60-year-old Muskegon Club decided to disband in the summer after unsuccessful growth attempts. There are currently 44 clubs with 1005 members which is a decrease of 255 members since 2004 and most clubs have less than the optimum 25 member minimum.

We are however, optimistic. Use of the information on the disc will considerably help clubs. Also, two former

members of the Ann Arbor Club, disbanded several years ago, have expressed interest in re-establishing a club. This is a great opportunity for an existing club to promote District growth by serving as a sponsor for this effort. The District OMC Committee will also provide the necessary coordination. Additionally, the International Board has recently reversed its decision made earlier this year to require 25 members to charter a club. The minimum number is now 20 members.

### **AWARDS AND RECOGNITION**

As Lt. Governor I was pleased to join the Governor in giving special recognition to members and clubs who have had a long term commitment to Zonta and to those who have made a concerted effort to recruit members and participate in the District conference.

### **YELLOW ROSE AWARDS**

These awards were given to members who recruited 3 or more new members.

Jeanne Bergelin Murphy, Big Rapids Club - 3 Corrinne Kennedy, Chatham/Kent Club - 3

Katie Wiebusch, Downriver Wayne County Club - 4 Kay Johnston, Leelanau County Club - 3 Rose Houk, Michigan Capitol Area Club - 3 Mary Ann Peters, Milford Club - 4 Gladys Austin, Mt. Pleasant Club - 3 Joanne Atkinson, Sault Ste Marie - 3

### **MEMBERSHIP LONGEVITY**

Membership for 30 or more years

#### **50 years** –

Lucile Belen, Lansing Club

Marian Crossman, Traverse City Club

#### **40 years** –

Kathleen LaCross, Alpena Club

Elleen Roth, Flint I Club

Mildred Richardson, Lansing Club

#### **30 years** –

Jane Rhodes, Michigan Capitol Area Club Vickie Maurer, Traverse City Club

Sharon Miller, Midland Club Sylvia Vukmirovich, Detroit I Club

Carla Boyes, Farmington/Novi Club

Barbara Mansfield, Helen Jeter,

Evelyn Mundy - Northwest Wayne County Club

Highest % of First Timers Attending Conference:

1<sup>st</sup> - Downriver Wayne County Club &

2<sup>nd</sup> - Owosso Club

Highest % of Members in Attendance: (Note: The host club - East Lansing - was ineligible for recognition.): Downriver Wayne County Club - 71% Meridian East Club - 59% Michigan Capitol Area Club - 45%

Sault Ste Marie Club - conducted the Zonta Speaker Event – “The Power of One”- with renowned speaker, Sally Armstrong who is a human rights activist, film maker and author. The goal was to attract potential

## BEST PRACTICES WINNERS CHOSEN!!

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### DISTRICT WINNERS

With difficulty, the District Organization, Membership, Classification (OMC) Committee chose the winners for the Best Practices contest from the creative and diverse entries submitted by eleven clubs. Projects which are meaningful and focused on the Zonta mission are a critical element of membership recruitment and retention. Such projects keep members engaged and attract the attention of potential members.

### THE JUDGING CRITERIA

- 1) Alignment with the Zonta mission
- 2) Originality
- 3) Cost effectiveness
- 4) Efficient use of members' time
- 5) Multi-faceted nature of project
- 6) Impact on club and community

### WINNING CLUBS AND CATEGORIES

Most of the projects were submitted for consideration in multiple categories, so the OMC Committee made judgments based on what was believed to be the primary category each project represented.

Service - Marquette Club

Membership - Sault Ste. Marie Club

Fundraising - Farmington/Novi Club

Public Relations - Charlevoix

Fellowship - Metro Detroit

Marquette Club - worked with their Golden Z Club in organizing multiple activities with girls serviced by the Teaching Family Homes of Upper Michigan. It is an agency for troubled children and families with the goal to enhance self esteem, skill development and inter-personal relationships.

members while having a positive impact on the community.

Farmington/Novi Club - partnered with a major department store to organize their "Steppin' Out in Style" fund raising event. The evening of food, fashion and fun also focused on strengthening community awareness about domestic violence.

Charlevoix Club - conducted a AZ Tea@ seeking to familiarize young girls and their parents with the Zonta name to provide information about Zonta scholarship and award programs for young girls/women and to attract potential members now and in the future. Various public relations methods were used for this event.

Metro Detroit Club - organized a A Zumba with Zonta event to promote member fellowship and physical fitness. It was also an opportunity to attract new members.

#### PEOPLE'S CHOICE WINNER

At the District conference one delegate from each club could cast a ballot to choose one overall People's Choice winner based on what they believed was the submission which: 1) best aligned with the Zonta mission and 2) had the greatest impact on club and community. For those clubs with more than one delegate, the delegates could confer with each other to determine the vote and who would cast the ballot. To facilitate judging and to share project information with all conference attendees, the eleven contest project entries were exhibited on display boards.

WINNING CLUB - DETROIT I ! for its service project to link women who are victims of abuse or trafficking with existing agencies which can be of assistance to them. A brochure was developed and, to start, translated into 12 of the 27 languages spoken in the very ethnically diverse target community - the enclave of Hamtramck. Brochures are being distributed to various locations such as the police department and businesses.