



ZONTA CONVENTION 2022

HAMBURG



Rethinking your approach to membership

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Agenda

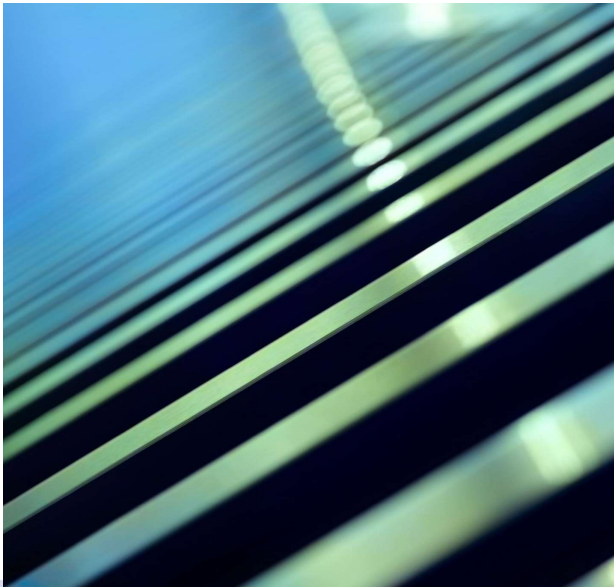
- The new environment facing non-profits
 - Imagining a new Zonta
- Why people join, why people leave and what you can do about it
- Membership doesn't have to be the only answer
 - Communication pathways

A circular opening in a wooden tunnel, looking out at a sunset over the ocean. The text "Imagine a New World" is centered in the opening.

Imagine a New World

Pretend you are starting a new association. Imagine what the world looks like in which you will need to be successful.

**A world
without
boundaries.**



Information

Money

People

Information, money and people are no longer bound by geography.



**Barriers to
participating in a
global community are
effectively zero.**

You can talk to anyone at anytime – globally.

The background features a light blue world map with several circular icons containing upward-pointing arrows scattered across it. In the foreground, there are silhouettes of several business professionals in suits, some holding documents, standing on a reflective surface. The overall theme is global business and change.

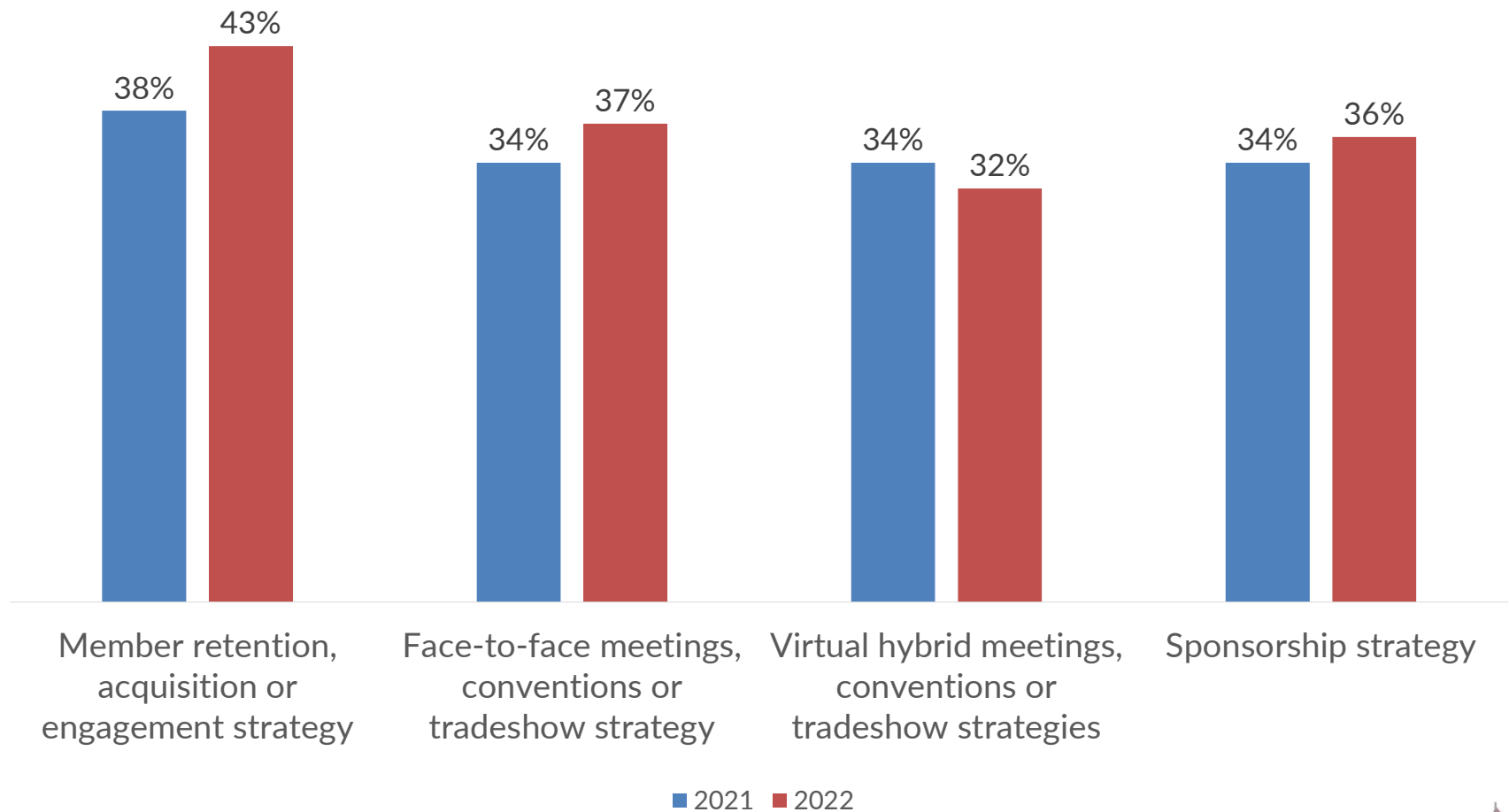
**Historical relationships
are in flux.**

You are not bound to historical patterns of behavior or the people and companies that occupied your past. – everything is under review.

What might
Zonta look
like in this
world?



How concerned are you about each of the following association strategies over the next three years?



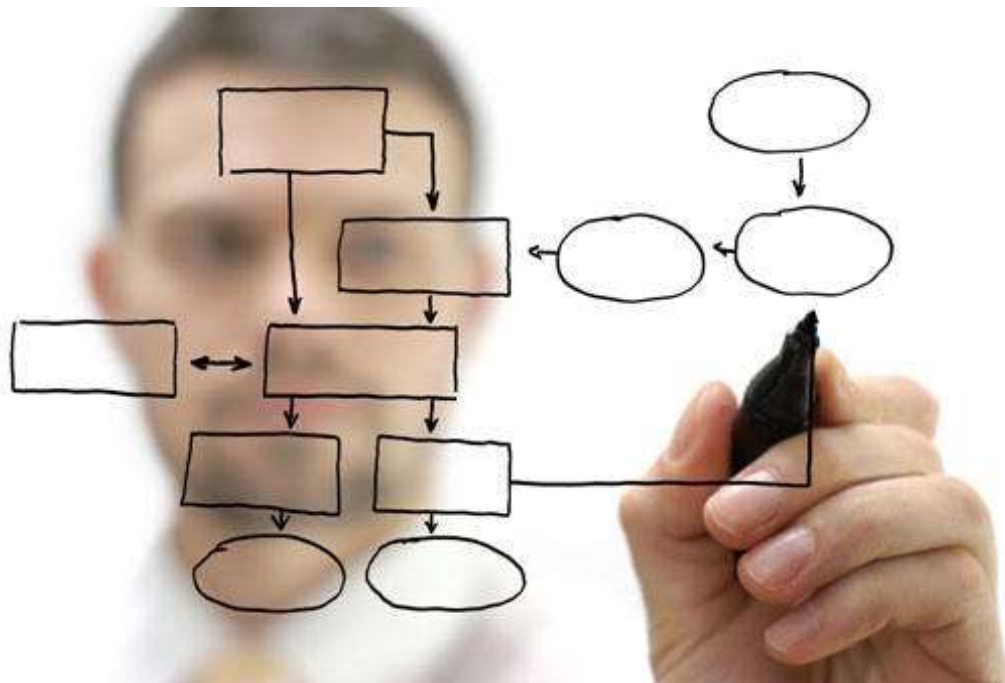
Membership Under Siege

“Member renewal rates have also declined over the past year. 45% of associations report declines in member renewals; almost double that of 2020 (24%). Over the past year, only 15% of associations report increases in member renewals, down from 20% in 2020, and 34% report no change, down from 48% in 2020.”

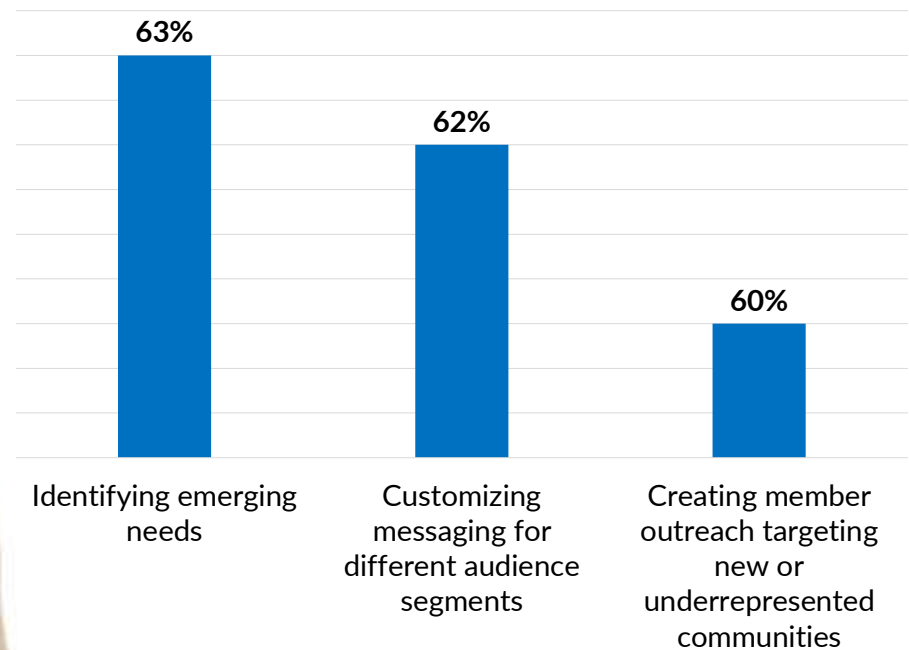
Marketing General Inc.
Membership Benchmarking Study (2022)

The Pandemic forced an evaluation of current relationship and services – damaging the value of historical membership models based on historical assumptions.

Understanding, customizing and reaching is the goal.



How are association executives addressing membership challenges?



New sector data (Association Laboratory's Looking Forward Solutions) identifies the top strategies that association executives feel are critical to success.

Zonta by the numbers

- Average length of membership in Zonta is 33 years
- 54% of Zontians who have joined in 2016 have since left
- 63.7% of members 45 years and younger are interested in developing alternatives to traditional club structures
- 58% of members 45 years and younger are interested in monthly, virtual meetings
- 47% said they're likely to recommend Zonta International to a friend, colleague or associate



Why did YOU join Zonta?



Why do people join Zonta?



Why do they leave?

- Their expectations aren't met
- Membership is more time-consuming than they anticipated
- Their club wasn't welcoming or friendly
- They didn't feel the club's work was meaningful
- They weren't able to participate in the way they wanted
- They didn't receive renewal notice
- They moved



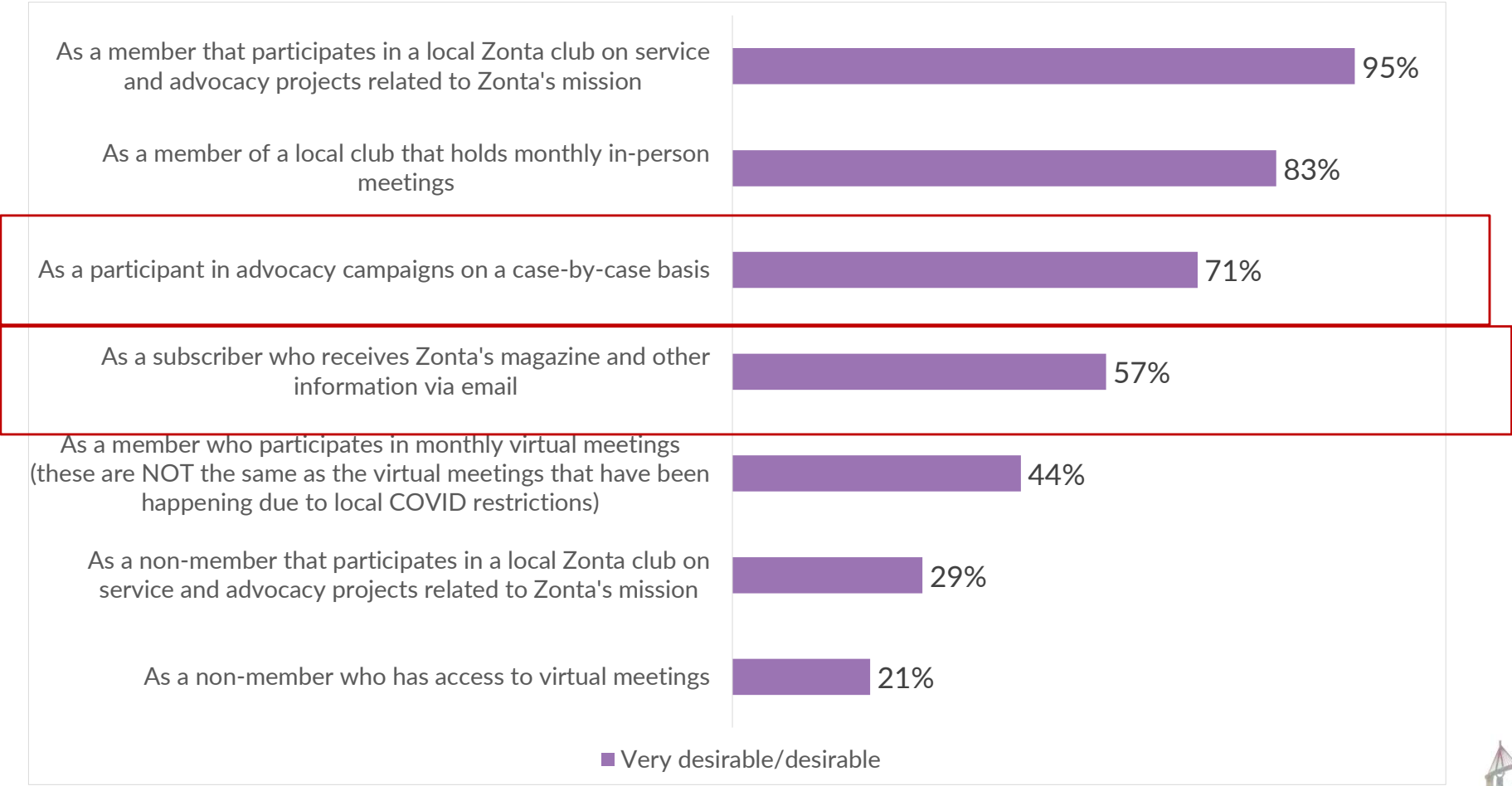
What can your Zonta club do?

- Provide members talking points about your club to invite others
- Provide welcoming environment to prospects and follow up
- Orient new members to your club's culture and activities
- Check in with new members quarterly to ensure expectations are being met
- Send exit surveys to gauge why member is leaving

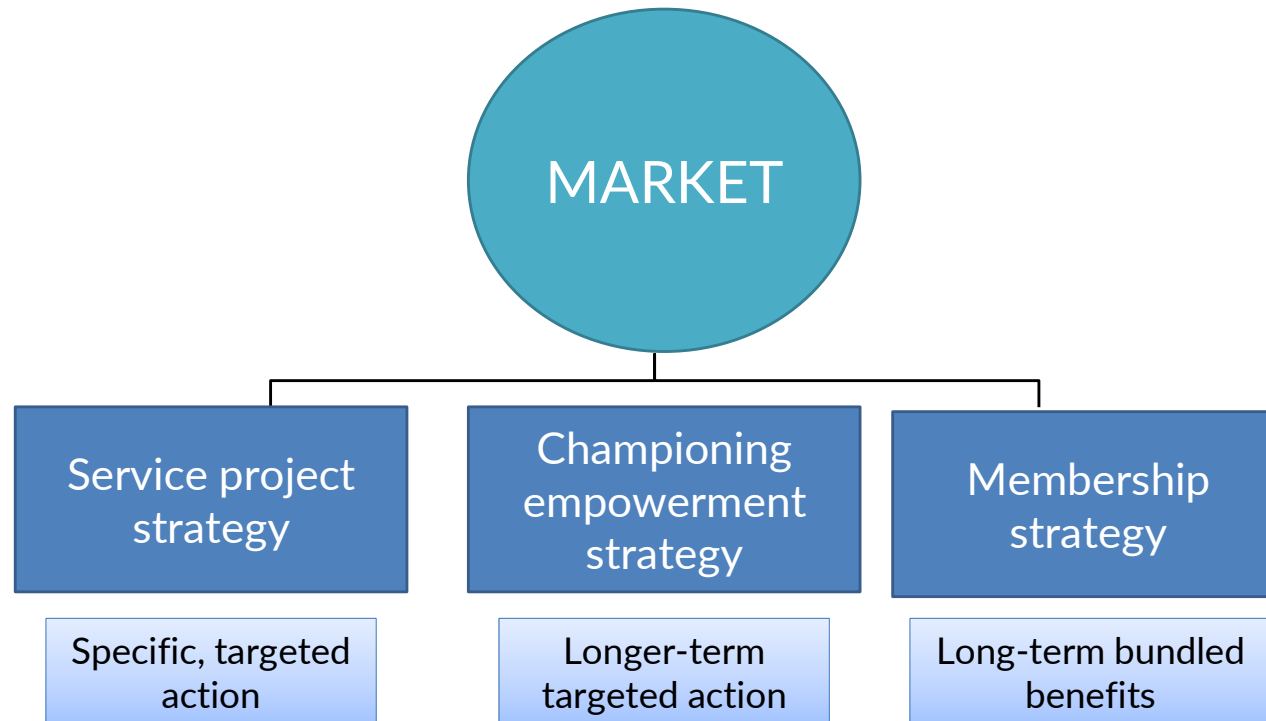




How are you most interested in interacting with Zonta?



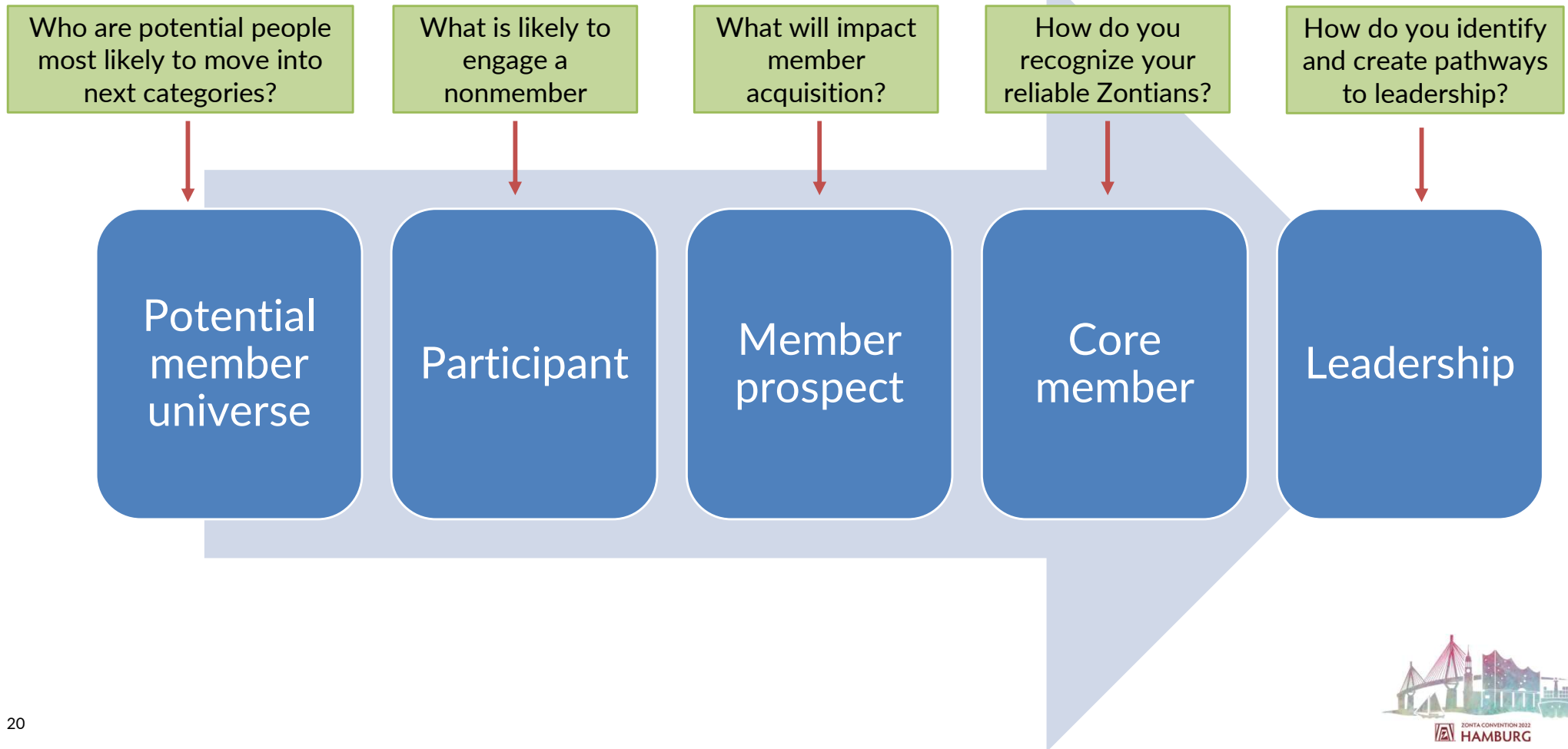
Pathways to participation



Zonta clubs are solving long-term problems with both short-term and long-term actions.



Engagement Model Structure



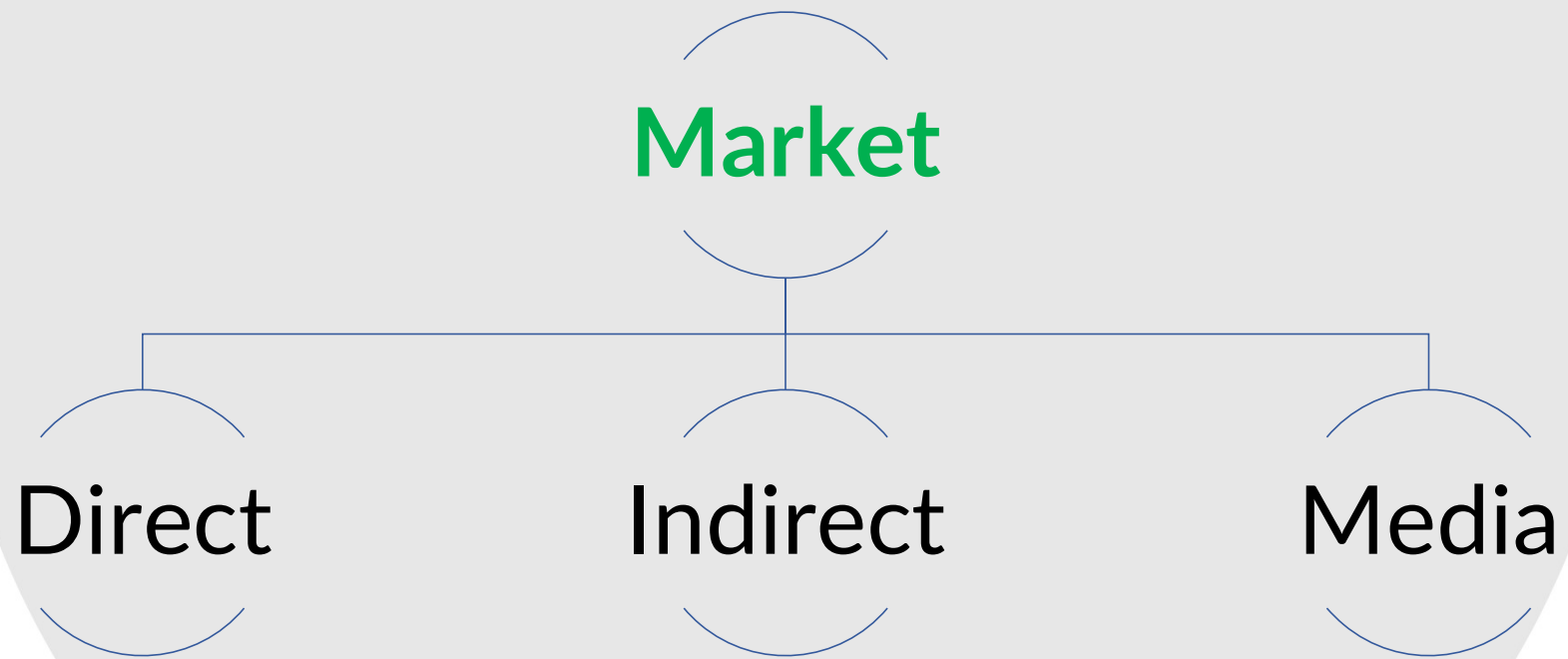


You are central to success.

57% of association executives
say word-of-mouth is the most
effective membership
acquisition strategy.
(#1 strategy)

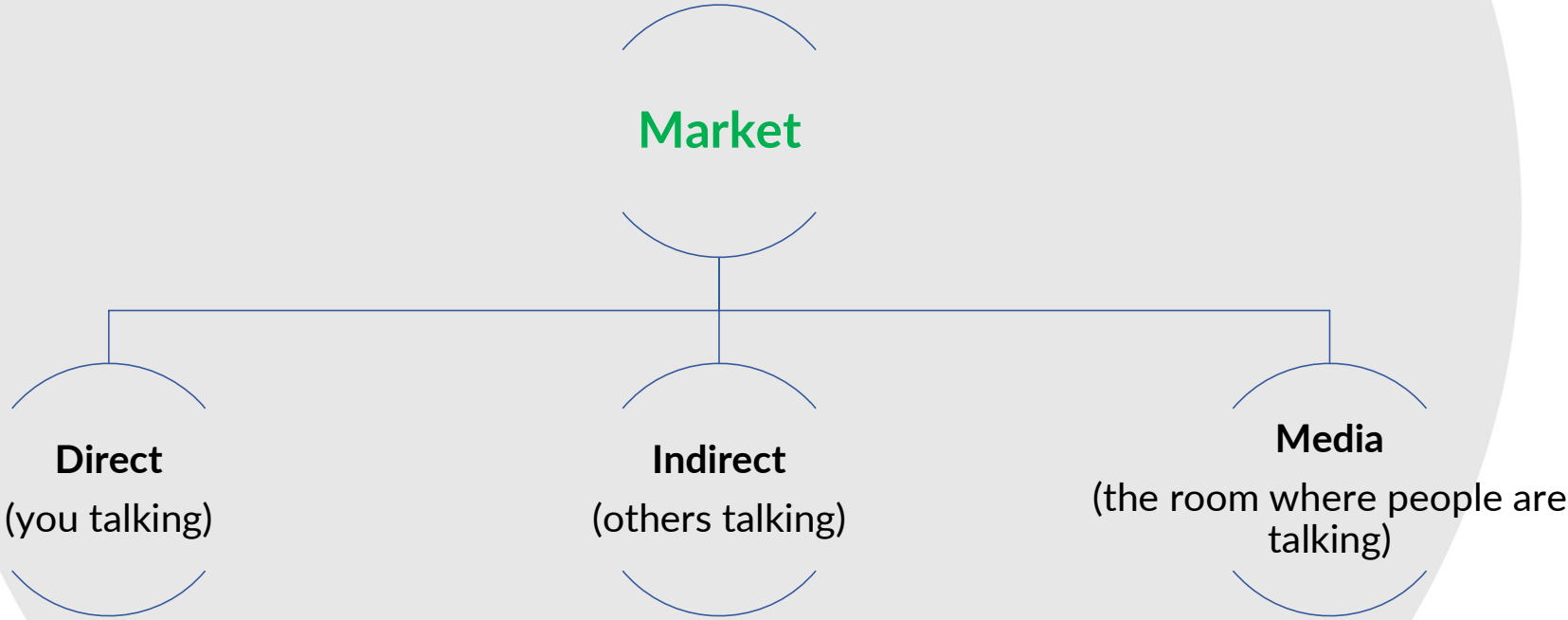
Marketing General Inc
Membership Benchmarking Study (2021)
Outlook Report
July 2021

Communication Pathways



There is not an infinite series of pathways to prospective members.

Communication Pathways



Role of Communication Pathways

- **Media** creates a positive environment surrounding the offer.
- **Direct** communication allows you to specifically communicate the offer.
- **Indirect** communicates 3rd party validation of your offer and expands your reach.

Each pathway supports the other pathways; an integrated and comprehensive approach.

Examples

- Media
 - Facebook or LinkedIn
 - Content strategy
- Direct
 - Email from association
- Indirect
 - Invite by speaker
 - Member get a member programs

Pathways by Market

| Potential member audience | Media | Direct | Indirect |
|-----------------------------------|---|---|--|
| Children of current Zonta members | <ul style="list-style-type: none"> • LinkedIn post • Stories about Zontian families | Club invites for complimentary club meeting | Mom's incentivized to invite their children to participate |





Association Laboratory Inc.

We would love to hear from you.

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