



Zonta International District 7
Area 1 & 3 Meeting

Minneapolis

Sponsoring Membership for Scholarship Winners (pilot)

Jane M. Klausman
**WOMEN IN BUSINESS
SCHOLARSHIP**

Expanding opportunities
for women in business



**WOMEN IN TECHNOLOGY
SCHOLARSHIP**

Encouraging women to pursue education, career
opportunities and leadership roles in technology





Zonta International District 7 Area 1 & 3 Meeting

The Challenges:

- Declining membership in our club
- Converting scholarship winners into Zontians



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The Opportunity:

- Each year our club awards scholarships to exceptional women
- Once they have completed their education and begun their professional careers they are ideal Zonta members
- Two roadblocks to membership:
 - The costs associated with Zonta membership dues are prohibitive
 - They are unsure if they are experienced enough to join or doubt that they will add value to the club



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The Idea:

Invite scholarship winners to join, and provide the financial support to make that happen, so they will know they are welcome and they have a lot to offer as we work together to fulfill Zonta's mission

- Run a three year pilot program expected to cost less than \$200/year
- Club offers to “sponsor” the cost of the first year of membership dues for the annual winners of:
 - JMK Women in Business Scholarship
 - Women in Technology Scholarship (new in 2019)
- Evaluate if this leads to new and ongoing membership from scholarship winners



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The Results:

2017 JMK Winner

Joined in June 2018 with Sponsorship
Continuing Membership in 2019 & Accepted a Board Nomination

2018 JMK Winner

Joining June 2019 with Sponsorship
Currently helping with Fundraising Idea



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Scholarship Winner Membership Proposal

Each year our club awards scholarships to women pursuing professional scholarships. Once they have completed their education and begun their professional careers they are ideal Zonta members.

However, recent winners who were invited to join expressed that they are interested in joining but the costs associated with Zonta membership dues is prohibitive because they are just starting out in their careers and usually have student loan debt. Additionally, they may feel that they are not experienced enough to join or doubt that they will be able to add value to the club.

Our current membership has dropped to eleven individuals. While other membership recruiting efforts will continue, if we were to add 1-2 new members a year from scholarship winners it would positively impact our member numbers and bring in members with valuable new perspectives. Based on current annual dues amounts, this initiative would cost less than \$200 a year.

Recommendation

Run a three year pilot program wherein the club provides, in addition to the scholarship funds, an offer to pay for the cost of the first year of membership dues for the winners of the JMK Women in Business and Women in Technology scholarships (new in 2019) and evaluate if this leads to new and ongoing membership from scholarship winners. By expressly inviting these scholarship winners to join, and providing the financial support to make that happen, they will know they are welcome and that we believe they have a lot to offer as we work together to fulfill Zonta's mission.



July 25, 2018

Dear Ms. Strange:

As the winner of the 2018 Jane M. Klausman Women in Business Scholarship from the Zonta Club of Minneapolis, we would like to extend to you an invitation to join our Club. We believe that you see the importance of the mission of Zonta and will be a valuable member! As a token of our high regard, our Club will sponsor the first year of your membership by paying for your initial, annual membership dues. You may elect to exercise this gift upon completion of your education or within three years from the date of this letter.