

Welcome and Introduction: Gayle Borchert District 7 Governor 2020-2022



Zoom license available for club meetings.

Membership Development Fund has been finalized and is available on the District 7 website. The District Board increased the funds available to clubs.

Return of Dues--The District Board voted at our March Board Meeting to return half of the District Dues to the clubs, which is approximately \$15 dollars per person.



ZI—New Programs and Information

Remarkable Women—Powerful Stories Monthly Webinar Series

New Membership Campaign

Welcome to Zonta Booklets

More Tools on ZI Website Updated Leadership Training By-law Templates



North American Inter-District Meeting June 25-27, 2021

Challenges and Opportunities for Zonta's Second Century

Hilton Cincinnati – Netherland Plaza

Cincinnati, Ohio



District 7 Conference September 17-19, 2021

St. Cloud Holiday Inn and Suites

St. Cloud, MN



Zonta International—65th Convention June 25-29, 2022

**Congress Center Hamburg** 

Hamburg, Germany



# **Focus on Membership**

## Tania Hughes-Kremers, Lt. Governor D7 Area Meetings April 10 & April 14, 2021





## Our Agenda

- Zonta International's Biennium Membership Focus
- District 7's Membership Goals
- New Add Your Voice Campaign
- Membership Resources
- ✤ Q&A





### "Zonta's Membership is central to its success.

Growth in membership is always the desired outcome; however, a more realistic goal in today's world is to stabilize membership."



Going forward into our second century, *membership retention* is key, yet recruitment of *young professionals remains a focus*.

Members of Jefferson City celebrate together at D7 Conference in 2019

Source: 2020-2022 Biennium Goals; Nov. 2020 Zontian Magazine



# **ZI Biennium Goals**

- ZI, Districts and clubs will work together to focus on membership retention. Including maintaining clubs in the current countries with clubs today – 62 as of January 2020.
- 2. Districts encouraged to hold one event per year with current education award winners and alumnae.
- **3. ZI will support** current and future **leaders** through professional development and mentoring tools.

Source: 2020-2022 Biennium Goals; Nov. 2020 Zontian Magazine



# **District 7 Goals**

- Implementation of D7 Membership Development Fund Policy – Completed & Communicated
- 2. Increase District 7 Membership to 400 376 (Feb/2021)
- 3. Engage Young Professionals 15 across district
- 4. Focus on **Z & Golden Z Clubs** D7 Recognized by ZI for chartering 3 Golden Z or Z Clubs (July/2020)

# ADD YOUR VOICE MEMBERSHIP CAMPAIGN

### **Recruit New Zontians to Your Club**

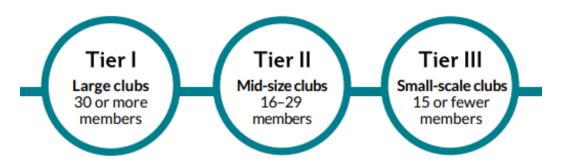
- ✓ Register new members
- ✓ Must be registered <u>online</u>
- ✓ Between April 1 May 31
- Annual ZI membership dues of \$88
   extend to May 31, 2022

Club recognition is based on current membership in three tiers.

Overview and campaign goals



Source: Add Your Voice Membership Campaign 2021



- The top 30 clubs in each of the 3 tiers will each receive a graphic badge for 'Member Recruitment, Club of Excellence'. Ninety clubs will receive this prize.
- Additionally, the top three clubs in each tier will receive a US\$200 donation to be used for marketing and membership growth activities. Nine clubs will receive this prize, along with prize 1.
- 3. Also, the **top club in each tier will receive their choice from the following** three options:
  - a Zoom session with UNICEF, the United Nations International Children's Emergency Fund, our service partner for Madagascar, Peru & Ending Child Marriage
  - b) a Zoom session with Zonta International President Sharon Langenbeck
  - c) a custom Facebook banner and 5 custom social media graphics. Three clubs will receive this prize, along with prizes 1&2.



### **Membership Resources**

#### Add Your Voice Membership Campaign



Membership Campaign Toolkit: Overview and campaign goals Social media tools Ideas for recruitment <u>Timeline</u> Campaign leader board

#### **Return to My Zonta Membership Tools**



Build A Better Club resources | <u>LINK</u>
Creating a happy, meaningful, and satisfying club life during COVID-19
| <u>PDF</u>

Source: Zonta.org

### D7 Membership Development Fund/Policy

At District Conference in 2019, delegates approved a recommendation to utilize
 \$6,000 in funds for the purpose of growing and retaining district membership.

Find the form on the D7 <u>Resources page</u>

#### How it works in 3 easy steps:

- 1. Submit a pre-request using the application for up to \$300.
- 2. Hold your in-person or virtual membership event.
- 3. Submit results of the event and receipts for reimbursement.
- Funds can be used for membership events in person or virtual –toward needs such as meeting space rental, guest speaker fees, advertising, etc. (They may NOT be used to pay for food, refreshments, or alcohol.)
- Clubs may initially apply for up to \$300, with an opportunity to re-apply for additional funds.





Working Together to Attract New Voices

- Zonta's voice becomes stronger when we recruit great individuals to work with us to further the mission and vision of Zonta.
- While the world is hurting from COVID-19, the needs of women and girls have increased and the strides we have made for equality and opportunity are taking a step back in many places.

Zontians are needed more than ever, and we should not be shy about asking individuals to join our community and speak out for our causes.







District 7 Area Meetings April 10 and 14, 2021 Shelley Schultz



# The Zonta Foundation for Women Funding

- Supports the charitable and education programs of ZI.
- 100% of donations are used for program support and implementation.
- ZI membership dues support operating expenses.
- Clubs are requested to give 1/3 of funds raised locally to the Foundation.

## What is new this biennium?

#### International Service Projects and phasing out of ZISVAW

 All international projects supported through the International Service Fund

#### **Zonta Foundation for Women**

• Name change to raise visibility

#### **Education Program Updates**

- Jane M. Klausman Women in Business scholarships and Young Women in Public Affairs awards are fully funded and will be paid for by already existing funds donated in past biennia.
- Zonta's pilot **Women in Technology Scholarship continues** with a second award cycle during the biennium. **The second award cycle is fully funded** through the Rose Fund.







### **Gift Funds**

#### International Service Fund

Supports all 4 International Service projects

#### **Amelia Earhart Fellowship Fund**

Supports the AE Fellowships

#### Jane M. Klausman Women in Business Scholarship Fund

Supports the JMK Scholarships

### Young Women in Public Affairs Award Fund

Supports YWPA Awards

#### **Rose Fund**

Unrestricted fund

#### **Endowment Fund**

Provides a long-term source of income for the Foundation. Interests and earnings from the investments in this fund provide the Foundation with an annual stream of income.

### Amelia Earhart Fellowship Endowment Fund

Provides a long-term source of income for the Amelia Earhart Fellowship program.

# 2020-2022 Fundraising Goal

### Fundraising Goal = US \$4,800,000

Fund	Agency Partner	Title	Proposed USD
International Service Projects	<b>UNFPA</b>	Delivering Survivor-Centered Response to Gender-Based Violence Survivors in Papua New Guinea and Timor-Leste	1,000,000
	unicef @ chiaten (inst	Adolescent Girls' Health and Protection in Peru	1,000,000
	chicef @ chick	Let Us Learn Madagascar	500,000
		Global Programme to Ending Child Marriage	1,500,000
Educational Awards		Amelia Earhart Fellowships	700,000
		Jane M. Klausman Women in Business Scholarships (total funding disbursed: \$224,000)	Funding Available
		Young Women in Public Affairs Awards (total funding disbursed: \$196,000)	Funding Available
General		Rose Fund	100,000
		Total	4,800,000



### **RISING TO THE CHALLENGE**



# **District 7 Foundation Goals.....**

- Primary Goal: Education and Giving
- Secondary goals:
  - Zoom meeting with every club and discuss the Foundation
  - Every individual give at least once during the biennium
  - Clubs recognized if they give over \$20,000
  - Each club increase their percentage of giving

### **RISING TO THE CHALLENGE**

### Foundation Report as of February 28, 2021

- Comparison by District...
  - District 7 #6 out of 32 Districts \$61,468.38 (includes \$45,800 discovered in an Edward Jones fund which was sent directly to Zonta International )
  - Endowment Giving \$150....WE CAN DO BETTER!
  - Total Giving to Date by clubs and individuals
    - 22% of Clubs have donated 4 out of 18
    - 38 % of members have donated/that's 141 have given! Great job with <u>Every Member Every November Campaign!</u>



# **Every Member Every November**

- Total raised by District 7 \$6,245
- 38 % of individual members donated
- D7 ranked 15/33 districts in dollars raised
- District 7 recognized getting 100 donations within the first 10 days!
- I met with Aberdeen, Cape Girardeau, Jefferson City, St Cloud, and Kansas City II during the Campaign
- Special recognition to
  - Bismarck
  - Jamestown
  - Jefferson City
  - Johnson County
  - Austin
  - KCI/KCII

RISING TO THE CHALLENGE

# What do we do now?

- Ask every club member to make a donation to the Zonta Foundation for Women in 2021
- Every club in District 7 increases their percentage of giving. Are you giving 1/3 of funds raised?
- Ask me to join your club meeting via ZOOM so I can share the importance of the Foundation shelley7.schultz@gmail.com or 507-327-8803
- Continue to be generous and giving Zontians of District 7!



# New Member Welcome Packet & Exit Survey

Johnson County Club



### New Member Welcome Packet Cover letter

- First sentence is Welcome!
- Couple sentences about when Johnson County club started and general mission of ZI
- What local club does (service, fundraising, supporting women/girls, etc.)
- New member assigned mentor or go-to person

# Additional information included in folder

- Club picture directory
- Club excel directory (addresses, phone numbers)
- Welcome to Zonta brochure (from ZI)
- Zonta International Quick Guide (pdf from ZI website, provides info on scholarships, location of clubs, service funds, international partnerships)
- Club calendar tentative schedule of what we do on a monthly basis based on last few years' activities

## Signatures

- Signed by Club President, Membership Committee Chair, and assigned Mentor
- All pieces contained in pocket folder
- Mailed to new member

# **Exit Survey**

- Sent to member who resigned or did not renew
- 4 questions
  - Why did you join Zonta?
  - Why did you resign from Zonta? (list of reasons given, check all that apply, plus other not listed)
  - What did you like most about your Zonta experience? (several suggestions provided, plus other not listed)

## Exit Survey (cont'd.)

• What suggestions do you have to improve Zonta?

Signature not required

Completed survey mailed back to Membership Chair



- Member retention in the time of Covid
- Meeting/Christmas party via Zoom
- Specialty cupcakes from Babs Coffee House
- Made club members feel appreciated and very special



Nancy Pranke President

#### **Zonta Club of Jamestown**





### **Retention Best Practice**

**Playing Zoom Zonta Bingo** 

Linda White Vice President Zonta Club of St. Louis

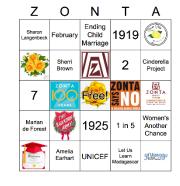
### **Title**

Ζ	0	Ν	Т	А
7	STREET.	UNICEF	ZONTA Sonta	Cinderella Project
	February	1925	2	Meway
Marian de Forest	Kay Moss	Free!	1 in 5	Club Directory
	Gayle Borchert	Ending Child Marriage	1919	Women's Another Chance
churtyclatt ingestaue	Sherri Brown	Club Treasurer	Community Service	

Z	0	Ν	Т	А
7	States a	UNICEF	ZONTA Seno	Cinderella Project
Concernant and the second seco	February	1925	2	g <u>Aleway</u> s The second se
Marian de Forest	Kay Moss	Free!	1 in 5	Club Directory
	Gayle Borchert	Ending Child Marriage	1919	Women's Another Chance
thering daming pickage	Sherri Brown	Club Treasurer	Community Service	5 :::::: •



0	N	т	А	ZONTA
THE SALVITTON ARMY	Ending Child Marriage	Community Service		CLUB OF ST. LOUIS
Amelia Earhart		International Convention	Women's Another Chance	MEMBER OF ZONTA INTERNATION
	Free!	Let Us Leam Madagascar		THROUGH SERVICE & ADVOCAC
Sherri Brown	UNICEF	2		
		1		1



Z	0	Ν	Т	А
7	Expanding Access to Education	UNICEF	International Convention	
	Sherri Brown		Community Service	37
Sharon Langenbeck	Amelia Earhart	Free!	ZONTA 뚫NO	Cinderella Project
Riptions Constant	Statement .	Club Treasurer	2	Women's Another Chance
Marian de Forest	Gayle Borchert	Lakhota	1 in 5	



Z	0	Ν	Т	А
Righers Parts -	Expanding Access to Education		Let Us Learn Madagascar	
7	THE DON'S ALVATON	Club Treasurer	1 in 5	Club Directory
Marian de Forest	February	Free!	ZONTA Foundation for Women	Women's Another Chance
	Sherri Brown	1925	Community Service	
Fellowship	ZONTA VEARS		1919	Cinderella Project

Ζ

Marian

de Forest

Sharon

Langenbeck

7

Ending

Gender

Based

Violence ×.

1 1 1

О

Gayle

Borchert

Ν

...

free!

Ending

Marriage

Expanding Access to Education 1925 1919 Club Directory

February Child

Expanding

Education

т

ZONTA

SAV

Let Us Learn Aadagascar

2

Community

Service

А

Cinderella

Project

and Seg

37

### Title

# Our Zonta BINGO Game was created through



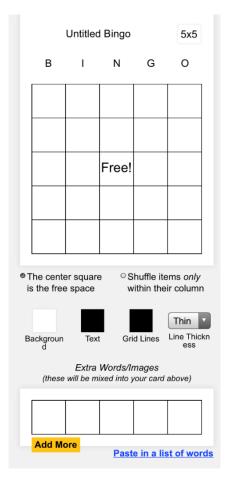
Whip up a batch of bingo cards!

@ bingo<u>baker.com</u>

Cost \$24.95 for lifetime membership

# The program allows you to customize & create your own BINGO cards.

- Enter a Title for your Bingo Card this will act as the file name on the Bingo Baker website and search engines.
- Select the size of card you want to create: 3x3, 4x4 or 5x5.
- You can change the letters on the columns from "BINGO". We changed our letters to "ZONTA".
- Type in numbers, letters, words or drag pictures into each square. You can add additional squares to each column to add variety. We added 3 extra rows of words/images that could be utilized when the cards generated.
- You have the option to make the center space a "Free" space.
- You have the option to shuffle items only within their columns.





#### **Bingo Baker offers 3 Privacy options:**

Public

Anyone can view the card. It will be indexed in search engine so that other people can find and use it

Hidden

Only people who know the URL can access your card, and it will not be indexed by search engines.

Private

Only you can access the card.

Our card has been made **Public** so that other clubs can clone it and make changes to fit their club's needs:)

If you search "zonta" on the Bingo Baker website, 3 other Zonta Club's cards come up as well... so we aren't the first to use this website!

## **Generate Your BINGO Cards!**

#### Are you going to Print your cards or Play Online?

If you print your cards:

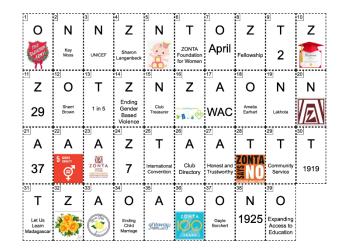
- You can print 1 4 cards per page. Don't worry, all the cards will be different!
- Include the Call List!
- You can Print directly or Download for printing elsewhere.



We printed 2 cards per page. The cards were a nice size for playing



## Bingo Baker website generated a call list that looked like this:



However.... we were asking questions to play our game. Bingo Baker now has the option to generate a call list based on questions but we had to create our own list.

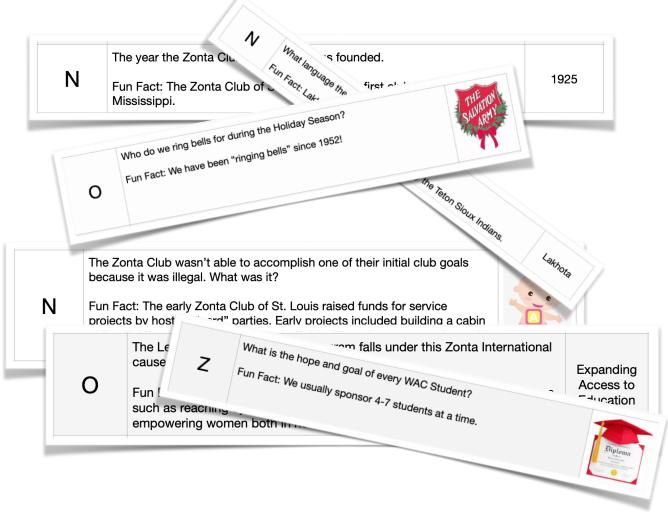
Since we were asking questions, each square on our cards contained an "answer". Our cards had 8 possible "answers" in each column. So we created a grid sheet listing out the eight possible answers for each column. We also included "Fun Facts" so that newer members could learn more about Zonta and our club. This is a portion of what it looked like:

We cut up the call letters into strips and placed in a box from which we pulled from when we played the game.

This made it easy to keep call letters and corresponding questions, answers and fun facts organized and allowed the game to run smoothly.

A bit of work.... but well worth it!

Z	What's Zonta's flower? Fun Fact: Zonta adopted the yellow rose in 1919 to symbolize the combined qualities of honesty and trust, inspiration and the ability to work together for service and world understanding.	
Z	Our club is in what Zonta district? Fun Fact: Zonta international is divided up into 31 districts and 1 region worldwide. District 7 includes clubs in North and South Dakota, Minnesota, Kansas, Missouri and the USA-1 e-club.	7
Z	How do we raise money for funding the WAC Scholarships? Fun Fact: We generally raise between \$4-6,000 toward WAC Scholarship funding monthly.	churtyclathingpickup
Z	The Zonta Says NO to Violence Against Women and the Global Program to End Child Marriage both fall under what Zontian cause? Sad Fact: 38% of murders of women are committed by an intimate partner.	Ending Gender Based Violence
Z	Who is Zonta's Founder? Fun Fact: Quota Clubs for women were very popular in in the early 1900's. These clubs were based on a classification system and open to women holding executive positions. Marian noted that the Quota Clubs rapid growth was based on "quantity" rather than the "quality" of members. Marian feit that the quality of member was most important. The officers and board of the Buffalo Quota Club agreed with Marian and a new club was born with Marian as club president. Several other Quota Clubs joined in and Zonta was born November 8, 1919.	Marian de Forest
Z	What is the hope and goal of every WAC Student? Fun Fact: We usually sponsor 4-7 students at a time.	Contraction of the second seco



# We hope that you have as much fun as we did

## playing ZONTA Bingo!







- ZONTA CLUB OF ST. CLOUD, MINNESOTA
- CH SHOP HOP
- NOVEMBER 19-22, 2020

**DEBRA KELLERMAN &** THE CH SHOP HOP COMMITTEE





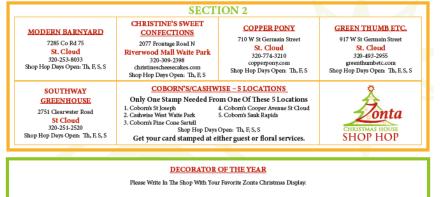
#### Thank You for your \$15 Donation! The pandemic's impact has increased the need for funds to combat violence against women and human trafficking.

Please check online or with each shop for its operating hours due to COVID-19 regulations.

SECTION 1					
ALBANY COUNTRY FLORAL & GIFTS 401 Railroad Avenue Albany 320-845-4776 albanycf.net Shop Hop Days Open: Th. F. S	SCRAP RANCH ROCKY RIDGE OUTLET 209 Co Rd 156 Albany 320-845-7199 Shop Hop Days Open: Th, F, S, S	HIDDEN COVE ORCHARD 27524 Hidden Cove Road Cold Spring 320-685-3186 hiddencoveorchard.com Shop Hop Days Open: Th. F., S. S	LITTLE SISTER'S ANTIQUES 318 1st Street S Cold Spring 320-241-5065 Shop Hop Days Open: Th, F, S, S		
THE GRANDE DEPOT 8318 State Highway 23 8t. Cloud 320-257-5500 thegrandedepot.com Shop Hop Days Open: Th, F, S, S	DAISY A DAY FLORAL & GIFT 307 Colege Avenue N St. Joseph 320-363-0306 daisyadaycom Shop Hop Days Open: Th, F, S, S	HEIM-KINS <u>RESCUED TREASURES</u> 219 E. Cedar Street <b>St. Joseph</b> 320-248-1944 Shop Hop Days Open: Th. F. S. S	WEATHERED REVIVALS 25 W Minnesota Street St. Joseph 320-557-0200 weatheredrevtvals.com Shop Hop Days Open: Th. F. S. S		

Zonta Christmas House Shop Hop Christmas Card Must Be Turned In On Or Before November 22, 2020

### ZONTA CLUB OF ST. CLOUD, MINNESOTA







About Zonta

www.zontastcloudmn.org zontastcloudmn@gmail.com



The Zonta Club of \$8 Cloud is 35+ members strong from many different professions in the greater \$1 Cloud area. Zonta is a global organization of over 29.000 women in 1,200 clubs in 63 countries. As members, we envision a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential. In such a world, no woman lives in fear of violence. Zontas mission is to empower women through Service and Advocacy.

PROCEEDS FUND PROGRAMS AT • Anna Marie's Shelter 1 Terbinh Refuge • Other women and youth programs • Local Scholarships for young girls and women • <u>Global Initiatives</u> to end violence against women • Cons de consume like start form the 2010 Ter-

Over \$28,000 was allocated from the 2019 Zonta Christmas House revenue funding scholarships and local programs which support women and children.



#### OFFICIAL 2020 ZONTA CHRISTMAS HOUSE Shop Top Card

PLEASE make sure to note the days and hours of operation for each shop, and plan accordingly. Some shops may not be open on each of the Shop Hop Days!

PLEASE respect each shop regarding safety policies and/or changes in operating hours due to COVID-19. They are doing the best they can to keep you, their employees, and our communities safe.

Visit each of the Zonta Christmas House decorators and businesses.
 View the beautiful holiday-themed display created for the Zonta

Christmas House Shop Hop. • Aim to become eligible for the Grand Prize and/or for the

Gift Baskets/Certificates.

Thank them for their participation.

PLEASE enjoy the "flipped" Zonta Christmas House and know your donations are put to good use in our local area.

Shop Hop Christmas Card Must be Turned In On Or Before Sunday, November 22, 2020 To Any Of The Participating Shops.

# RISING TO THE CHALLENGE

Zonta's biennium theme is <u>transition</u>, <u>change</u>, and <u>new opportunities</u>. Please Join us for a "flipped" Zonta Christmas House. Instead of touring a single family home to see each decorator's creative designs, we are sending you out to the stores for a "Shop Hop", spread over several days to accommodate COVID-19 regulations.

Thursday, November 19, 2020 through Sunday, November 22, 2020

#### **\$15** Donation

View beautiful holiday-themed displays at 14 Shop Hop destinations. Each design is masterfully created by area businesses. Enjoy discounts for food, beverages, products and services on your shopping days.



With your participation you will become eligible for over \$3,000 in prizes, including:

- Lodging At The Newly Remodeled Holiday Inn & Suites
- Christine's Cheesecakes (Monthly Supply) For Your Sweet Tooth
- Pampering At GB & Co Hair Skin Spa
- MK Fishing Guided Ice Fishing Excursion
- Shopping Certificates/Baskets Provided By Salvage Sisters, Westside Liquor, Stems And Vines Floral Studio.

And All Shop Hop Shops

Purchase your cards at: Select Coborn's, Cashwise West, and participating shops listed on the back

920 Ioth Street NE

Sauk Rapids, Minnesota

CHRISTMAS HOUSE

SHOP F

nta

Proceeds support local programs which provider support for women and children. Among them: Anna Marie's Alliance (a shelter for victims of domestic abuse) (a shelter for battered women and their children), Terebinth Refuge (a shelter & transitional home for adult survivors of sexual exploitation). Funds also support scholarships for young students and non-traditional female students, other women and youth programs, and global initiatives to end violence against women.

#### ZONTA CLUB OF ST. CLOUD, MINNESOTA





Unable to participate this year, but love the cause... you can send a donation, payable to Zonta St. Cloud, to P.O. Box 7453, St. Cloud, MN 56302



#### **INCOME COMPONENTS**

- Member Sales
- Decorator Sales
- Decorator Fee
- Discount Business Fee
- Donors
- Ornament Sales
- Miscellaneous Donations

#### **PARTICIPANT NUMBERS:**

- 270+ cards sold
- 90 Completed



#### **EXPENSE COMPONENTS**

- Promotion
- Print Materials
- Postage for 1400 postcards
- Decorator gifts
- Prizes

**CONTACT INFORMATION:** 

Debrakellerman51@gmail.com 218-689-4892