

### **District 7 Membership Development Plan 2022-2024**

- The District 7 goal for membership in 2022–2024 is to return to the 400 member level (May 2019) by May 2024.
- The District will create one new club in Iowa or Nebraska.
- District 7 has \$5,800 designated to develop membership, with up to \$2,900 each year of this biennium available to clubs for this purpose. All clubs are eligible to apply using the fillable form (D7 Application for Membership Development Funds\_Form.pdf) on the District website.
- District 7 Clubs, Area Directors, or District 7 Board Members can apply for these funds for membership development activities. If multiple applications are received or funds are limited, priority will be given to clubs with less than 15 members or those clubs determined to be at risk.
  - The funds can be used for payment for meeting spaces, speakers, website updates, print materials from Zonta International, print materials for local clubs, or advertising of membership events in newspaper, radio, and digital media. Reimbursement for some portion of beverages/appetizers/snacks for such events may be considered by the District Board.
  - The initial amount available per club shall be \$300 with the opportunity to re-apply for an additional \$300, upon demonstration of the initial event being held.
  - The application form (attached) for District 7 Membership Development funds shall be submitted to the Lieutenant Governor who shall present it to the entire District board to ensure it meets criteria. The funds shall be available on a reimbursement basis, with clubs reimbursed upon submission of receipts to the District 7 treasurer.
  - If District 7 Clubs, Area Directors, or Board Members apply for more than one project or event in the designated year, at least one shall be designated as a membership event, where prospective members are invited by April 2023 (if in the second year, by April 2024). This does not have to be a separate club event, but if the event is a program or speaker meeting it should be designated as a membership event.
  - If a club utilizes the \$600 dollars in one year it shall have to wait until year 2 to apply for additional funding, and the Board may consider applications from first-time applicants to have priority in year 2.
  - The clubs who use the District 7 Membership Development funds are requested to submit a short evaluation form to the Lieutenant Governor within 60 days of the event or project and include information as to whether any new members applied or will be applying.
- The Lieutenant Governor will hold a round-table discussion with membership chairs and others (e.g., Club Presidents, Area Directors) to solicit ideas and feedback on recruiting and retaining membership.
- Each Club Membership Chair will communicate at least semi-annually with the Lieutenant Governor.
- A District Membership Handbook will be developed and shared with clubs.
- The Membership Development Plan will be shared with the club presidents and membership chairs and posted on the District 7 Website.

The District 7 Board shall evaluate the Membership Development Plan at the end of the Biennium year in 2024.