**District 3 Zonta International**

**CULTIVATING OUR CLUB MEMBERS’ ENGAGEMENT**

**Activating the passive members**

* Reach out to each member and have a regular personal chat on how they feel about the club and about Zonta.
* Find out why they initially joined Zonta. Are their expectations being met? (see *Selling Zonta like a Seasoned Salesperson* on D3 website under Resources)
* Once you know their talents and reasons for joining - Encourage them to participate: attend meetings, advocate on issues, participate in a service project, assist with fundraisers
* Listen to their opinions and complaints or shortcomings about the club. Ask for suggestions and ACT. Ask them to complete an Individual/club assessment (aka: *Are You Satisfied with your Club* on D3 website under Resources)
* Support and stay in touch with members who are ill or have temporary hardship

**Encouraging the active members**

* Reach out regularly to each individual member and ask how they feel about Zonta and the club in general
* Ask what can be improved in the club life. Do Individual/club assessment
* Show public appreciation and ask for their continued support
* Encourage them to attend area workshops; District seminars and conferences; and ZI conventions or other international Zonta events. If you have the funds setup a member scholarship to pay their registration fees
* Encourage them to take a more active role in the club using their specific talents
* Ask them to take a role as Zonta leader
* Ask them to mentor new or passive members

**Recognizing the Zonta leaders in your club**

* Thank each leader regularly for their efforts
* Encourage them to continue their efforts and be even more ambitious
* Propose them as a candidate for a higher Zonta International leadership position
* Ask them to share positive experiences about Zonta and motivate the active members to also become a Zonta leader
* Ask them to mentor future leaders