



Membership Retention Workshop

1. Get clear on why retention matters
2. Learn how outside groups have effectively addressed retention
3. Identify best practices for ensuring engaged and happy Zontians
4. Create action plan that your club can put in play to address retention.



Retention Framework

1. Trust between Leaders and Members

- Credibility
- Reliability
- Intimacy
- Prioritization of group over solo

2. Connection

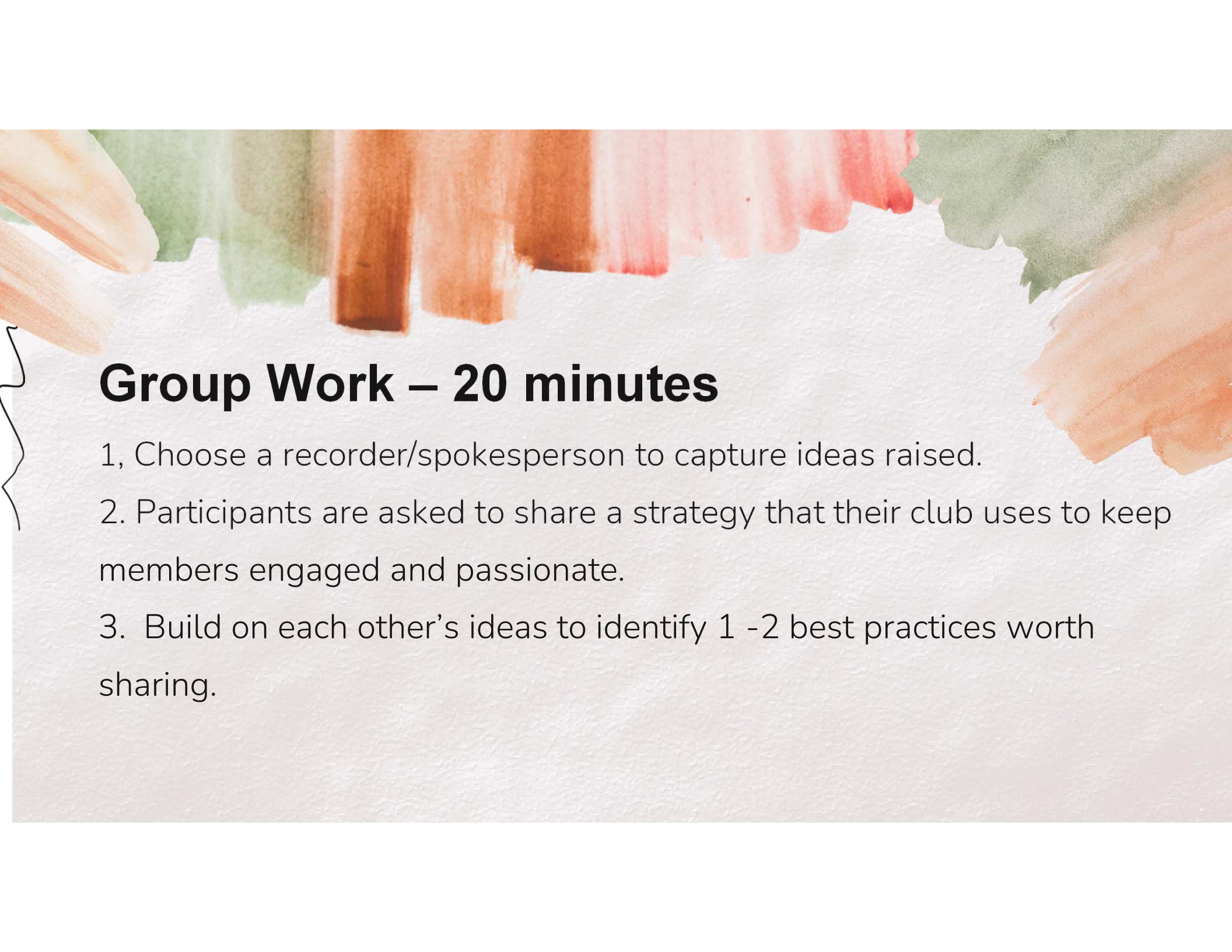
- Orientation
- Feedback
- Kind Culture
- Mentorship
- Flexibility
- Growth in Leadership
- Close contact

Retention Framework continued

3. Culture of Caring Sisterhood

We must nurture and lift up ourselves before we can build that better world for women and girls.

- Send cards from the club to members for happy or sad occasions.
- Organize food trains to help a member who is in need.
- Attend award ceremonies when a member is being recognized by another organization.
- Spotlight someone in a meeting for something she did or attained.
- Support another like-minded women's organization.
- Send a congratulatory note from the club to NON-Members for an achievement – just because that is what caring sisters do.



Group Work – 20 minutes

- 1, Choose a recorder/spokesperson to capture ideas raised.
2. Participants are asked to share a strategy that their club uses to keep members engaged and passionate.
3. Build on each other's ideas to identify 1 -2 best practices worth sharing.

Individual Work – 8 minutes

Using what you learned from the Framework and Group work, create one goal for your club to accomplish this year that would achieve a reduction in retention.

S.M.A.R.T.E.R. Goal Setting

- S. Specific** – who will take the lead, what steps need to be taken
- M. Measurable** – how will it be tracked
- A. Achievable** – make it challenging but possible
- R. Realistic** – what resources are needed and available
- T. Time that you have** – increments of 3 months
- E. Evaluate when achieved** – what worked and why, next steps
- R. Reward** – plan for a celebration.



C.A.S.E

Copy and Share Everything

We've spent time talking about and sharing ideas to keep the members in our clubs loyal, passionate and energized. Imitation is the greatest form of flattery, so use the ideas you've heard to develop a plan for your club.