

ZONTA DISTRICT 12
OMC CHAIRPERSON'S REPORT
(Summary 2008-9, plus 1st Qtr of 2009-10)

Update on OMC Activities per the District Goals set in June '08:

1. To strengthen communication among Clubs in District 12 & between District 12 & ZI--

Implement clear, concise, regular, ongoing communication & encouragement between District OMC Chair & Club Membership Chairs (with copies to appropriate District Bd. members)

Action:

- Sent 8 e-mails to OMC Chairs & Club Presidents regarding new membership tools on the ZI website, ZI membership goal-setting questionnaire, a query for the District workshop, member retention, handling stress, Membership Matters, an End-of-year checklist, and a new Zonta year welcome.
- Stayed in e-mail contact with Bea Weaver & her successor, Jane O'Brien (ZI Membership Chairpersons)
- Followed-up on 5 referrals of potential members from ZI.

2. To raise the profile of District 12 Clubs (individually & collectively)--

Perhaps use one of the 'traditional' awards at the District Conference for Excellence in Membership (R&R) with nominations for such by the AD's. A Press Release would go with the award.

Action:

- Wrote article "Human Rights Treaties: Global Progress Depends on Local Education & Action," highlighting Zonta involvement, published in ICOSA Magazine. Helped develop full-page color Zonta ad for publication in same magazine.
- Attended October 2-3 of District 30 Conference in Pforzheim, Germany.
- Assisted with 2008 & 2009 D12 Conferences by coordinating awards presentations, memorial services, & first time attendees' reception. Due to new streamlining procedures, the District PR Chair (Liz Whitham) includes a PR release to the local papers announcing the District awards.

3. To identify & implement membership (R&R) strategies & strengthen Clubs & Club members.--

Assess membership challenges & opportunities in each club & area. Discuss with Area Directors & at Area Meetings.

Action:

- District 12 membership trends were analyzed and shared at the district membership workshop.
- Continued discussions with Area Directors regarding starting new clubs in their areas.
- Met with Area 2 Director & Club Reps regarding membership growth strategies on June 24 & October 7 to form Area 2 SOM Committee in order to launch a Zonta Club of Greeley.
- Started dialogue with Area 4 leaders about first steps to launch a Pueblo 2.0 Club.

4. To raise awareness of & commitment to Zonta International Projects--

Follow-up on ZI Membership Goals. (i.e., net gain in membership each year, develop resources to encourage clubs in R&R).

- a. Send personal contact (from Lt. Gov'r) to each new Zontian.
- b. Publish regular articles in Outreach, on website, etc. on best membership practices & ideas.

Action:

- An Outreach article and 3 e-mail messages were written, with ideas from the June '08 Board membership discussion.
- Sent 44 personalized welcome letters to new Zontians.
- Wrote 'Zonta: Value-Added' article for *Outreach* district newsletter, February '09 edition.
- Wrote 'A Sense of Urgency' article for *Outreach*, August '09 edition.
- Attended all Area Meetings and presented 'Zonta Past, Present, Future' at each meeting.
- Presented update on ZI at May meeting of Denver II Club.

Between June 1, 2008 and April 11, 2009, District 12 grew by 91 members, up to 635. However, as of June 2009, membership numbers decreased back to approximately 575. This fall we are building membership numbers once again.

Goals for 2009-10

1. Help Area 2 launch new club in Greeley, CO.
2. Help Area 4 launch new club in Pueblo, CO.
3. Work with all Areas & Clubs on membership retention in order to significantly decrease numbers of members failing to renew into 2010-11.

Respectfully submitted,
Kay Meyer
OMC Chair & Lt. Gov'r 10/26/09