

Key Takeaways from Leveraging Diversity by Dar Kurtz

Defined various generations and showed video of life stages

Recent generations X, Y, Z – “what’s in it for me?” is not selfish. They want to know what they will be able to do to help others.

Special considerations by generation

- Boomer generation (post WW II) – phone or in person (at church, school, etc)
- Jones generation (1960s) – recognize competition for members and show why to join Zonta, why we are better for them. Use competitive fund-raising such as triathlon, bike ride.
- Gen X (1980/1990) – instant gratification, what’s in it for me (see above), consider needs such as child care, birth of cell phone, networking is an added value of membership
- MTV generation – 24 hour TV, last generation to have clocks with hands and tell time that way, computer calculates change for cashiers
- Gen Y – millennium
- Gen Z – texting main communication tool, want paperless society, short meetings. Gave story of kids “fighting” in car via texting. Parents were unaware of fight until they arrived and kids split up.

Technology changes mean different generations use different methods for communicating.

Appealing to different groups:

- Phone or in person contacts
- Email with mail to members without email
- Time on agenda – pre-published (they will know when they will be done)
- Highlights of newsletter in body of email (for those who don’t have time right now to open and read the newsletter)

Do NOT stereotype individuals based on their generation

Identify why we want younger members and tell potential members why we want them

Keep clear about our mission – we are Zonta International (not just local club)

Suggest a “Zonta Moment” in each club meeting to highlight something about ZI

Educate potential members BEFORE they join, not after

Bridge the gap – average age of members, age of the club, number in the club, focus of the club

Define your target - consolidate projects if too many and explain to club why we are doing this. Carefully define Zonta using what we do, not just who’s who in the club.

Submitted by Sally Bean