

Zonta North American
Inter-District Membership Meeting

Sunday, June 7 9:45-11:15 AM

“Position Your Club for Future Success—
the mechanics of Club Revitalization”

Carol Pasanen Presenter
Patricia Palm Facilitator

Dr. Carol Pasanen presented a case study of the Mankato club in Area 3 of District 7—the Zonta Club of Mankato. The Mankato club used a questionnaire developed by Carmen C. Gomez of the Zonta Club of Nassau: “10 Questions that may help you to determine if your Zonta Club is working for you.” The responses from more than 60% of the members became the basis for a revitalization retreat process which examined leadership/meetings, the Zonta mission—Service/advocacy, and membership. After examining the data gathered by the survey each of three groups determined the following for each issue:

- Strengths
- Improvement needed,
- Possible goals,
- Top three goals.

The three groups then came together to share their findings. Two or three overall goals were set that could be accomplished within the year, and an action plan for accomplishing those goals was developed. The goals and action plan are to be revisited at least quarterly to see if the plans need revising or updating. Finally, the data needs to be examined in a year and progress made toward goals evaluated. New goals and action plan need then to be established for the next year.

A chart of the club age distribution was presented as an example of data collected from the club. Carol used the analogy of having grandma, mom, and granddaughter in the same club and how their different values, lifestyles, and ideas can result in disagreement that need to be worked through.

The second portion of the program focused on a four act skit developed by Dr. Pasanen—“Saving Clubs at Risk.” The skit was performed by the members of the session. Intense discussion followed! The interaction was dynamic and intense with a high level of participation on the part of those attending. Discussion involved a bit of therapy circle, true confessions, and high drama!

All in all the session presented tools and a process clubs can use to revitalize and rejuvenate their members.