

International Women's Day and Zonta Rose Day Recruiting Ideas

1. Organize community service projects or a charitable event and invite the public and prospective members to join.
2. Your club can also take a booth at a community event or join a march highlighting women's issues.
3. Host a guest speaker to talk on a topic of interest to women. Meeting can be in Zoom and virtual yellow roses can be presented to speaker/s.
4. Honor 10 remarkable women in your community or organize networking or a TED-style talk with inspirational women. Write short PR pieces about them as well as Zonta.
5. Organize special recruitment events for prospective members. Advertise them in advance.
6. Schedule coverage of your club's activities in media and social media to generate interest from potential members.
7. Develop incentive awards for members to introduce their friends to the club.

Member initiatives

1. Ask members to host a talk or informal lunch/tea at their home, workplace or hobby gatherings. Include information on Zonta's work on gender equality.
2. Send yellow roses to close friends and encourage them to join Zonta.
3. Bring a friend to club activities on Rose Day. Encourage your friends to bring a guest.
4. Post your Zonta photos on social media. Start conversations on Zonta.
5. Donate to Zonta and encourage your friends to do the same.
6. Wear a Zonta pin. This can serve as an excellent way to start off conversation.

Zonta Rose Day, which falls on 8 March, coincides with International Women's Day.