



Zonta International District 11

Advancing the Status of Women Worldwide

STRATEGIC PLAN 2014 – 2016 BIENNIUM

For this biennium, Zonta District 11 has chosen to focus on four key areas, namely:

- a) Service
- b) Advocacy
- c) Public Relations
- d) Resources

The goals and objectives that have been agreed by the District 11 Board in these four areas are outlined in the following pages.

SERVICE GOAL

Align service and advocacy efforts with ZI's mission and vision.

Objective 1: The District implements one service project this biennium.

Action Steps	Person Responsible	Due Date	Date Completed
Create a District project that addresses the root causes of the issues identified, and which encourages a lasting impact.	Board & Service Committee	January 2015 Board Meeting	
Request that all Areas and Clubs in the District participate in one (1) District-wide service project by the end of the biennium.	ADs	Update at AMs, Measure in Annual Report	

Objective 2: Create a process to measure the effectiveness of service projects.

Action Steps	Person Responsible	Due Date	Date Completed
Develop a tool to measure the progress and effectiveness of service projects.	Board & Service Committee	January 2015 Board Meeting	
Expand use of tool to clubs.	ADs	Measure in the Annual Report in the 2 nd year of the biennium	

Objective 3: Create greater awareness among members of ZI's biennium goals and encourage club members to actively participate in district and local service projects.

Action Steps	Person Responsible	Due Date	Date Completed
Ensure that ZI service project information is shared at all Area Meetings and at District Conference.	Board	Each AM and Conference	
Request and encourage clubs to include a ZI information segment in at least four meetings per year.	ADs	Ongoing, measure in the Annual Report	

ADVOCACY GOAL

Initiate and strengthen effective advocacy actions.

Objective 1: District shall provide at least one opportunity in each biennium to engage in an action to advance the status of women through advocacy.

Action Steps	Person Responsible	Due Date	Date Completed
Have 80% of clubs participate in an advocacy action in year one and 100% in year two.	ADs & Advocacy Committee	Measure in Annual Report	
Continue to develop the Zonta Says No campaign.	Board	Measure in Annual Report	
Provide clubs with a template for reporting club advocacy projects.	Board & Advocacy committee	January 2015 Board Meeting	
After year one share summaries with all clubs in district to provide ideas for future actions so goal of 100% can be reached.	Board & Advocacy committee	January 2015 Board Meeting	

Objective 2: Create awareness of Zonta International's involvement with the United Nations.

Action Steps	Person Responsible	Due Date	Date Completed
Provide materials to create & increase awareness (videos, press releases, educational materials, etc.)	Board, PR and UN Committees	By February 1 st each year.	
Encourage clubs to schedule Awareness during March of each year.	Board, PR & UN Committees	Measure in Annual Report	

SERVICE, ADVOCACY & PR

Objective 1: Develop key alliances and partnerships that help to advance the mission of Zonta.

Action Steps	Person Responsible	Due Date	Date Completed
Encourage a club in each Area to identify local and state government contacts and share with other clubs in the Area by the end of the biennium.	ADs	Area Meeting 2015	
Encourage clubs to initiate service and/or advocacy actions in cooperation with like-minded organizations.	Board, Service & Advocacy Committees	Ongoing, measure in Annual Report	

Objective 2: Achieve greater buy-in and involvement of governments, NGOs and media.

Action Steps	Person Responsible	Due Date	Date Completed
Help clubs identify strategies and tactics to gain the involvement of local and national governments, NGOs and media.	ADs, Service, Advocacy & PR Committees	Ongoing, measure in Annual Report	
Share successful communication efforts with clubs in the district.	Board and ADs	Ongoing, measure in Annual Report	

RESOURCES GOAL

Provide growth resources to areas and clubs.

Objective 1: Increase the leadership skills and competencies at the District and Club levels.

Action Steps	Person Responsible	Due Date	Date Completed
Conduct training at District and Club levels to ensure that District Board and Club Presidents understand the documents and manuals pertinent to their positions.	Board	Ongoing & Area Meetings	

Develop a leadership training plan for clubs.	Board	District Conference 2015	
All District operational manuals and policies will be revised and published on the District website	Board and Committees	January Board Meeting 2015	
Area Directors will work with clubs to update their bylaws, manuals, policies and procedures.	ADs	Ongoing, Measure in Annual Report	

Objective 2: Grow District 11 membership by 15% per year by chartering new clubs and reducing the number of members lost.

Action Steps	Person Responsible	Due Date	Date Completed
Charter one new club, per year, during the biennium.	Board	End of each Fiscal Year	
Develop strategies that will help clubs decrease the number of members lost by 25%.	Board and Membership Committee	Ongoing, and Area Meetings	
Give clubs the challenge of recruiting two (2) net new members per year.	Board, and Membership Committee	Ongoing, Measure in Annual Report	

Objective 3: Increase District 11 donations to the Zonta International Foundation through increased giving at the club and individual levels

Action Steps	Person Responsible	Due Date	Date Completed
Launch a "Give to the World" campaign, each year, to encourage: <ul style="list-style-type: none"> - Clubs to donate $\frac{1}{3}$ to ZIF or, at a minimum, to increase their ZIF donations by 25%. - 50% of District 11 Zontians to make a personal donation to ZIF - (Note: Last biennium 192 of 886 members contributed, or 22%, up from 19% the prior biennium). 	Board and Foundation Committee	End of the Biennium, Measured Annually using ZI Tools	
Educate members on the relationship of the local club with ZI projects and on the importance of giving to ZIF	Board and Foundation Committee	Area Meetings	

PUBLIC RELATIONS GOAL

Increase public awareness of Zonta, its mission, and its relationship with the United Nations, throughout District 11 communities.

Objective 1: Zonta to be recognized as a leading organization for advancing the status of women.

Action Steps	Person Responsible	Due Date	Date Completed
Educate clubs on how to use tools available from on line websites and ZI to coordinate with local media outlets.	Board and PR Committee	Area Meeting	
Utilize talents of club members with PR and media capabilities by sharing their skills and knowledge with clubs within the district.	Board and PR Committee	Area Meeting	
Promote ZI programs, PR activities and best practices from individual clubs and Zonta International.	Board and PR Committee	Area Meeting	