



“Zonta Says NO”

*A 2012-2014 campaign to fight violence against women
and enhance Zonta International’s credibility and visibility*

Starter Kit

1. How will the campaign work?

Part One – from 25 November 2012

The first part officially starts in November 2012, when all Zontians will be invited to take part through an announcement in the e-newsletter. From that moment, there will be a special section on www.zonta.org, where local stories on activities on violence against women and girls will be posted.

From November 2012 until 25 November 2013, all districts and clubs will take action or continue to take action on violence against women and girls, as we know many clubs are already actively involved in this issue within their local communities. They will get suggestions for actions and advocacy on violence against women and girls through the International Committees involved in that issue. Also, the clubs will have to prepare for 25 November 2013 and the subsequent “16 Days of Activism”.

Part Two – from 25 November 2013

The second part of the campaign starts on 25 November 2013. On that day, all clubs will take part in one common action. Also, every member will wear an orange ribbon. The color orange is the color UN chose to draw attention to violence against women and girls. The ribbon will be available through the Zonta Store. So this part will be very easy for all clubs and Zontians to realize. In addition to the ribbon, the clubs are asked to visualize the reported number of victims of VAW in their community and stage a public / media event.

Also on 25 November 2013 Zonta will start taking part in “16 Days of Activism” – along with the UN international campaign. There will be an online pledge offered on ZI’s website and an online discussion dealing with violence against women and girls. Also, clubs are invited to take local actions within the “16 Days” in addition to the common action.

2. 17 steps to effectively participate in “Zonta says NO”

Part One

1. The Commission on the Status of Women (CSW) at the UN has put its focus on the elimination of violence against women and girls for the year 2013. ZI is already working on this topic with its ZISVAW projects. So there are not only a lot of success stories to be told, but also stories about the ongoing efforts Zonta is making. Please inform the club about these activities at your next meeting. You will find information about ZISVAW at <http://www.zonta.org/WhatWeDo/InternationalPrograms/ZISVAWProgram.aspx>.

Get a club member who is particularly interested in the issue to help you prepare a report or a short presentation.

2. Ask your District or Area Chair of UN, Advocacy or Service to assist you on violence against women and girls. Invite them to one of your meetings.
3. In case you already have activities fighting violence against women and girls: please contact Headquarters in Oak Brook, USA to tell your story at www.zonta.org or via Facebook at <http://www.facebook.com/ZontaInternational>. Every story, every activity will be recognized.
4. Unfortunately, violence against women and girls is happening everywhere – and most of the time undercover. In case you do not have any club activities going on that issue yet, have one of your monthly meetings concentrate on that topic. Ask your club advocacy chairperson to work with you and – if suitable - set up a group of Zontians who would like to join. Find out who is working on violence against women and girls within your community, and invite her or him to the meeting. Tell that person about Zonta's activities – maybe they're interested in working with us.
5. If you do not have a fundraising purpose yet for 2013: take violence against women and girls. Try to find strong partners within your community.
6. Find out how many victims on violence against women and girls are registered within your community. Who is working on that issue? Let them inform you on a regular basis.
7. You might want to get in contact with other Zonta clubs within your area in order to compare your results. Maybe it will be useful to coordinate your actions within your area or to concentrate at an area meeting on violence against women and girls. Make contact with supporters in your community and get other organizations to join as well.
8. Don't miss the opportunity to enter your project for consideration for the newly created Zonta Service Recognition Award, category "violence against women and girls". Submitting your project takes only 10 minutes and opens the chance to be awarded a prize and to be recognized at the 2014 Convention in Orlando.
9. Find out more about Zonta International's 2012-2014 ZISVAW projects on the [ZI website](#). Share this information with your club and community to show Zonta's International reach.
10. Support Zonta International's 2012-2014 ZISVAW projects by donating to the Zonta International Foundation ZISVAW Fund. Donations can be made online at www.zonta.org.

Get ready for November 25th, 2013

11. Make sure that every Zontian in your club has an orange ribbon to wear. You can get these ribbons in time via the Zonta Store at <http://www.zontastore.com/>.

12. Prepare for a public/media event where the amount of reported victims on violence against women and girls in your community will be visualized. You will soon find further suggestions for this idea at the campaign's section at www.zonta.org.
13. Connect your club with other Zonta clubs in your area and other organizations within your community working on violence against women and girls. Tell them about your activities, Zonta's activities!
14. Contact local media well beforehand (at least three to five weeks) and explain what your club has been doing to create awareness on the issue, and what Zonta International has done to fight violence against women and girls. Ask them to be prepared for reporting on 25 November. You may receive good advice and support that makes your action even more powerful. The local newspaper/radio/TV station may want to schedule an interview or a story on the topic.

Part Two – from 25 November 2013

15. Invite every member on 25 November 2013 to wear an orange ribbon. The color orange is the color UN chose to draw attention to violence against women and girls. The Zonta branding will consist of the Zonta logo and the slogan. The ribbon will be available through the Zonta Store. Take photos and let every Zontian tell their story about the ribbon – how they got recognized, the reaction – and report on www.zonta.org
16. Visualize the reported number of victims of violence against women and girls in your community and stage a public/media event, by having as many Zontians from your club as possible attending. Our e-newsletters will inform you in due time on more details on how we're going to achieve a unified communication to the world outside Zonta. Please check the campaign section on our website frequently since tools will be developed and provided to you as we move along.

Prepare individual stories on violence against women and girls to be told and be prepared to inform about ZISVAW. Invite local politicians to attend – ask them in public why there is this number of victims. Ask them, what has been done to eliminate violence against women and girls– and what needs to be done. Invite the press to cover your activities.
17. Also on 25 November 2013 Zonta will start taking part in “16 Days of Activism” – along with the UN international campaign. There will be an online pledge offered on ZI's website and an online discussion dealing with violence against women and girls. Clubs are also invited take local actions within that “16 Days” in addition to the common action. Invite every member of your club to be part of it.

Please note:

A) Zonta's UN Committee and the Advocacy Committee will assist you with the “16 Days of Activism”.

B) Report about your activities to the Governor. To facilitate reporting, an **evaluation form** will be made available to you through the website or directly through your Governor in March/April 2013.

We will be successful if 40% of Zonta clubs participate in the campaign

Our target is for forty percent (40%) of our clubs to participate in the campaign. That is 482 clubs. Help us reach this goal.

Our combined voice will improve the lives of women and girls by highlighting the impact of violence against women and girls, mobilizing the community to say NO that's not okay and support those initiatives that prevent violence against women and girls, and helping those that have been subject to violence.

Thank you for participating! If you haven't already, you'll find out that it's really worthwhile to find and fight violence against women and girls in your community. WE can all make a difference by drawing attention to that topic.