



The Zonta Differential

**Zonta International District 11
59th Annual District Conference
September 28 - 29, 2007**

The Competition

- **Rotary International**
- **Business and Professional Women (BPW)**
- **Soroptimist International**
- **American Association of University Women (AAUW)**
- **Kiwanis**
- **Jaycees**
- **Lions Club International**

- **Rotary International**

- **Target audience**

- ✓ **Professionals**
- ✓ **Approximately 1.2 million members**
- ✓ **More than 32,000 clubs**
- ✓ **More than 200 countries**

- **Rotary International**

- **Mission**

- ✓ To provide service to others
- ✓ To promote high ethical standards
- ✓ To advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders

- **Rotary International**

- **Local and International Projects**

- ✓ **Children at Risk**

- ✓ **Disabled Persons**

- ✓ **Literacy**

- ✓ **Environment**

- ✓ **Poverty**

- ✓ **International understanding**

- **Business and Professional Women (BPW)**

- **Target audience**

- ✓ **Business and professional women seeking to advance their career goals, earn higher salaries, build stronger business, achieve pay equality and opportunities, and establish rewarding careers**
- ✓ **Members in 54 states and U.S. territories, including every congressional district**

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- **Business and Professional Women (BPW)**
 - **Mission**
 - ✓ To achieve equity for all women in the workplace through advocacy, education and information

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- **Business and Professional Women (BPW)**
 - **Value Proposition**
 - ✓ BPW fosters the success of working women by providing career advancement resources, work life strategies and personal and professional connections

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- **Business and Professional Women (BPW)**
 - **Local and International Projects**
 - ✓ **Career Advancement Scholarships**
 - ✓ **Equal Pay Day**
 - ✓ **Entrepreneur Center**
 - ✓ **Individual Development Program**

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- **Business and Professional Women (BPW)**
 - **Local and International Projects**
 - ✓ **National Business Women's Week**
 - ✓ **National Conference, Policy & Action Conference**
 - ✓ **One of first women's organizations to endorse the Equal Rights Amendment in 1937**

- **Soroptimist International**

- **Target audience**

- ✓ **Women in management and the professions**
- ✓ **Almost 100,000 members in about 120 countries and territories**

- **Soroptimist International**

- **Mission**

- ✓ To be a global voice for women through
Awareness, Advocacy and Action

• Soroptimist International

➤ Mission

✓ Through International Goodwill and Understanding, and Friendship, Soroptimist strive for

- ✓ Advancement of the status of women
- ✓ High ethical standards
- ✓ Human rights for all
- ✓ Equality, development and peace

- **Soroptimist International**

- **Structure**

- ✓ **Headquartered in Cambridge, UK**
- ✓ **Four Foundations: Americas, Europe, Great Britain & Ireland, South West Pacific**
- ✓ **Four Federations operate under the SI Constitution, although each federation has its own internal structure, policies and procedures**

- **Soroptimist International**

- **Local Projects include**

- ✓ **Renovating domestic violence shelters**
- ✓ **Providing mammograms to low-income women**
- ✓ **Sponsoring self-esteem workshops for teenage girls**

- **Soroptimist International**

- **International Projects**

- ✓ **Women's Opportunity Awards**
- ✓ **Soroptimist Club Grants for Women and Girls**
- ✓ **Soroptimist Workplace Campaign to End Domestic Violence**
- ✓ **Making a Difference for Women Award**
- ✓ **Violet Richardson Award**

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- **American Association of University Women (AAUW)**
 - **Target audience**
 - ✓ Individual and college/university members
 - ✓ Must hold an associate's or equivalent, bachelor's or higher degree from a regionally accredited college or university to join as an individual or as a members of AAUW's branches

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- **American Association of University Women (AAUW)**
 - **Target audience**
 - ✓ An undergraduate in a two- or four-year regionally accredited educational institution can join as a student affiliate of a branch or a student-affiliate-at-large
 - ✓ More than 100,000 members, 1,300 branches, and 500 college/university institution partners nationwide

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- **American Association of University Women (AAUW)**
 - **Mission**
 - ✓ **Advance the equity for women and girls through advocacy, education, and research**

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- **American Association of University Women (AAUW)**
 - **Local and National Projects**
 - ✓ Promoting opportunities for women and girls in schools, at work, and in local communities
 - ✓ Mobilizing voters on issues of concern to women and their families through the AAUW Voter Education Campaign and Woman-to-Woman Voter Turnout

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- **American Association of University Women (AAUW)**
 - **Local and National Projects**
 - ✓ Informing and influencing Local, State, and Federal policy-makers on AAUW's policy priorities
 - ✓ Convening coalitions with diverse groups, educators, parents, and businesses
 - ✓ Providing fellowship, grants and awards to women and conducts research on issues concerning women, girls, and education

- **Kiwanis**

- **Target audience**

- ✓ **Adults and children**

- ✓ **More than 260,000 adult members and approximately 320,000 youth in about 8,000 clubs in 96 countries**

- **Kiwanis**

- **Mission**

- ✓ **To serve children of the world**

- **Kiwanis**

- **Local and International Projects**

- ✓ **Issues regarding infants and children**

- ✓ **Elimination of iodine deficiency disorders (IDD), the leading preventable cause of mental retardation**

- **Jaycees**

- **Target audience**

- ✓ **Young people between the ages of 18 and 40**

- **Jaycees**

- **Mission**

- ✓ To provide people the opportunity to develop personal and leadership skills through local community service and organizational involvement while expanding the Jaycee movement

- **Jaycees**

- **Local and National Projects**

- ✓ **Jaycees Against Youth Smoking**

- ✓ **Outstanding Young Farmers**

- ✓ **Ten Outstanding Young Americans**

- ✓ **Governmental involvement**

- ✓ **Family Talk**

- ✓ **American Cancer Society Relay for Life**

- **Lions Club International**

- **Target audience**

- ✓ **Community service-minded men and women**

- **Motto**

- ✓ **“We Serve”**

- **Slogan**

- ✓ **“Liberty, Intelligence, Our Nation’s Safety” (LIONS)**

- **Lions Club International**

- **Local and National Projects**

- ✓ **Sight First**

- ✓ **Southeastern Guide Dogs**

- ✓ **Health and Education Projects**

- ✓ **Environmental projects**

- ✓ **The humanitarian aims of the United Nations**

Zonta vs. our Competitors

“The Zonta Differential”

Advocacy and Zonta

What is Advocacy?

Advocacy is the expression of support for or opposition to a case, argument or proposal. Advocacy may include influencing laws, legislation or attitudes

Zonta's Advocacy Policies

The following policies apply to Zonta International, its districts and its clubs:

- 1. Shall be nonpartisan and nonsectarian.**
- 2. Encouraged to support legislation which advances the Objects of Zonta.**
- 3. Identify other like-minded organizations or individuals and form partnerships when appropriate.**

Zonta's Advocacy Policies

- 4. Whenever it is more effective to do so, work in partnership with others to educate people about the issues facing women and the actions to effect change.**
- 5. When hosting or sponsoring educative activities, it should be a well-balanced presentation of the facts and viewpoints.**

Zonta's Advocacy Policies

6. **May register protest concerning violations of human rights with the ZI UN Committee.**

District, Clubs and Individual Zonta members shall not otherwise express positions or issues involving a country other than their own except with the prior approval of the International President through the International United Nations Chairman.

Zonta's Advocacy Policies

- 7. Shall not advocate on behalf of or endorse a political candidate or party, or any religious denomination.**
- 8. May endorse qualified individuals for nonpartisan positions.**

Zonta's Advocacy Policies

- 9. Clubs may express their opinion on issues only as clubs. Districts may express their opinions only as districts. Individual Zonta members may express a position on issues involving a country other than their own using the exact wording of the position as contained in the International President's approval given through the International UN Chairman. Individual members may express their personal views on issues, which have not been given prior approval by the International President, only as a private citizen, but may not attribute them to a Zonta club or district or to ZI.**