

INTRODUCTION TO PUBLIC RELATIONS

Welcome to the Zonta International guide to even better Public Relations for your Zonta Club. These pages are intended as suggestions only. You are free to choose the tools or ideas you think will work for your Club.



PURPOSE OF A PUBLIC RELATIONS PROGRAM

To communicate our mission to key publics in order to increase:

- ◆ Awareness
- ◆ Understanding
- ◆ Support
- ◆ Cooperation

OUR MISSION

To advance the status of women worldwide

KEY PUBLICS

Internal

- ◆ Members
- ◆ Club, District & Int'l. Leaders
- ◆ Staff

External

- ◆ Potential Members
- ◆ Donors & Potential Donors
- ◆ Government & Opinion Leaders
- ◆ Media
- ◆ Potential Speakers
- ◆ Service Recipients

COMMUNICATION TOOLS

Included in this Guide are the following:

- ◆ Club Newsletter Page 4
- ◆ Email Used Effectively Page 5
- ◆ Club Web site Page 6
- ◆ Club Brochure Page 7
- ◆ Special Events Page 8
- ◆ Club Display Board Page 9
- ◆ Media Relations
 - ◆ Newspapers Page 10
 - ◆ Broadcast Page 11
 - ◆ AVPs Page 12
- ◆ Zonta Rose Day Page 13
- ◆ Promotional Products Page 14

TOOLS FOR INTERNAL ORGANIZATION

To help you manage the PR function for your club, we have also included the following aids to organizing your committee.

- ◆ Planning & Calendars Page 2
- ◆ Club Directory Page 3
- ◆ Recognition & Awards Page 15
- ◆ Archiving Page 16

TOOLS FROM ZONTA

Public Relations tools may also be ordered from Zonta International. See page 17. Some of these tools include:

- ◆ Zonta International Brochure
- ◆ This is Zonta Trifold
- ◆ Press Kits
- ◆ Videos & Slide Shows

EXAMPLES FROM OTHER CLUBS & DISTRICTS

Log onto the Zonta International Web site at www.zonta.org, "Committee, Public Relations," to view archived examples of PR tools from other clubs and districts.

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PLANNING & CALENDARS



- ◆ *A good chairman for the Public Relations Committee should be well organized, creative and good at following through on tasks.*
- ◆ *S/he should have a computer with e-mail and have some understanding of electronic communications.*
- ◆ *S/he should be able to express ideas well in writing.*

COMMITTEE TASKS

The Chairman will convene the committee to set goals for the year and to assign tasks. Suggested tasks to assign at the start of the year include:

- ◆ Club Newsletter
- ◆ Club Directory
- ◆ Club Web site
- ◆ Club Media Liaison

CREATING YOUR CALENDAR FOR THE YEAR

- ◆ Study last year's calendar.
- ◆ Contact your President.
- ◆ Search the ZI & UN Web sites.
- ◆ Contact Committee Chairmen.
- ◆ Write down meeting dates.
- ◆ Seek out special days and dates.
- ◆ Type in chronological order.

BACKTIMING TO CONTROL DEADLINES

- ◆ Establish deadlines on your calendar for the Public Relations tools you will want to produce during the year.
- ◆ Consider each tool separately, think about how long each phase of producing it will take, create mini-deadlines for each phase of the project, working backwards until you identify a start date when you need to begin the project in order to have it in hand when it is needed. This is called backtiming.
- ◆ If a project is quite complex, such as a special event, consider making a separate project calendar listing all the mini deadlines.

FOLLOW UP TO ENSURE FULFILLMENT

- ◆ Distribute calendars to committee members.
- ◆ Transfer all deadlines to your own personal calendar, diary or day-timer.
- ◆ Check in by phone or e-mail a few days before each deadline with the member responsible for the task fulfillment.
- ◆ Make certain each committee member has the tools and information they need to do their job.
- ◆ Be ready for unexpected problems. You may need to assist or complete a task when complications arise. Because of your excellent planning and delegation, you should have the time needed to accomplish your goals for your Club and for Zonta International.

PLAN AHEAD FOR NEWSLETTERS

- ◆ Once your Club calendar is in place, and speakers for your programs are identified, you can begin to see when to allocate space in your newsletter for articles on specific topics.
- ◆ A Publications Calendar can be created with topics and deadlines for each newsletter. You can also identify who will author the stories. This is recommended at the district level, or for quarterly publications.

CLUB DIRECTORY

- ◆ A booklet or electronic file with details of each club member
- ◆ To facilitate contact between members/club board/committee chairmen
- ◆ Distribute to each member
- ◆ Valuable for new members



CONTENT

The following details may be included for each member:

- ◆ Name, address, phone, fax, email – business and/or home
- ◆ Classification
- ◆ Birthday
- ◆ Date of joining club

Optional details that may be added:

- ◆ Club board of directors
- ◆ Committee chairmen
- ◆ Date of club charter, club number
- ◆ Area Director contact details
- ◆ District Governor contact details
- ◆ Important Zonta dates
- ◆ Past presidents
- ◆ Club Bylaws, standing rules
- ◆ Zonta International contact details
- ◆ Zonta International Mission Statement
- ◆ Objects of Zonta
- ◆ Zonta Code
- ◆ Club history

PRODUCTION

- ◆ Use a word processor to create file.
- ◆ If printing hard copy, consider using ¼ page, so the book can be carried in a handbag.
- ◆ Consider ‘permanent’ front and back pages with fixed information, for example Zonta Objects, Zonta Code.

DISTRIBUTION

- ◆ Distribute to each member at the beginning of the Zonta year, update as necessary.
- ◆ Electronic copy sent by email reduces cost of publication.
- ◆ Keep data on file and update details each year.
- ◆ Send a copy to your Area Director.

CLUB NEWSLETTER

- ◆ A monthly news sheet of Club information for members.
- ◆ The Newsletter should look professional to reflect the professionalism & quality of our members.

PURPOSE

- ◆ **Notify** ... next meeting, speakers, member's duties
- ◆ **Promote** ... Club, Area & District events
- ◆ **Educate** ... Zontians
- ◆ **Share** ... news of members
- ◆ **Report on** ... Board meetings, Committee meetings

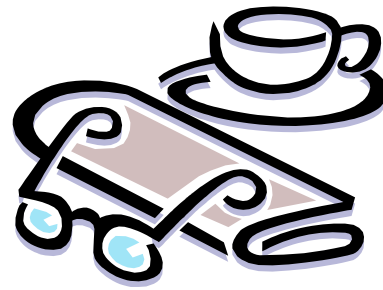
CONTENT

Permanent Features

- ◆ Zonta Club Logo, Club name, Area, District
- ◆ Club address
- ◆ Charter date
- ◆ Club office-holders
- ◆ Area Director, District Governor, District Foundation Ambassador
- ◆ Zonta International President

Monthly Features

- ◆ Notice of next meeting: date, time, venue, cost.
- ◆ Contact person for apologies, regrets.
- ◆ Members' duties.
- ◆ Board meeting details: date, time, venue.
- ◆ Diary/Calendar dates: events for Club, Area, District.
- ◆ Zonta International and United Nations special days.
- ◆ Club President report, news.
- ◆ Club Board report, news.
- ◆ Member news, achievements.
- ◆ Club Committee reports.
- ◆ New member profiles.
- ◆ Member birthdays, sickness, deaths.
- ◆ Member contributions: stories, ideas, discussion points, and anecdotes.
- ◆ Feature of the month: aspects of Zonta International.
- ◆ Photographs.



PRODUCTION

- ◆ Keep text brief, concise & quick to read.
- ◆ Try to keep to four pages for ease of photocopying.
- ◆ Electronic copy emailed reduces cost of publication and postage.
- ◆ Consider download time of recipient if adding photographs or images.
- ◆ If posting, consider folding without envelope and bulk-posting.
- ◆ Establish deadlines for reports, contributions, posting.

Sources of Information

- ◆ Members
- ◆ President
- ◆ District Governor and Area Director newsletters, correspondence
- ◆ District Foundation Ambassador
- ◆ *The Zontian* magazine
- ◆ The Zonta Club Manual
- ◆ www.zonta.org

DISTRIBUTION

- ◆ Distribute to each member.
- ◆ Consider date of distribution, at least one week prior to Club meeting.
- ◆ Send a copy to:
District Governor, District Officers, District Committee Chairmen, other Clubs in your Area, Club Web site, local politicians, ZI Headquarters
- ◆ Keep a copy for Club archives

CLUB MEMBERS

If adding a list of members and contact details, be aware that Privacy Laws may preclude distribution of the newsletter outside your Club or on your Web site.

Refer to Zonta International Bylaws – Rules of Procedure (3) Circularization

E-MAIL USED EFFECTIVELY



DO

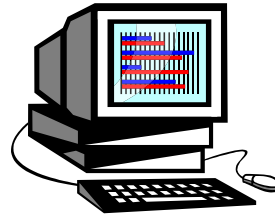
- ◆ Answer mail immediately.
- ◆ Always mention subject, short and expressive.
- ◆ Always have the real name appear in the “from” line, i.e. name of the sender, first and family name.
- ◆ Split paragraphs; endless paragraphs affect readability. Separate them with blank lines.
- ◆ Start a new line after approximately 70 characters; this should happen automatically. No hyphens.
- ◆ For non-English speaking countries use only characters that can be coded correctly by the reader. No accents or so called “umlauts” (mutated German vowels).
- ◆ Reduce sender details (bottom of message) to four lines, i.e. address, information (e.g. Zonta reference).
- ◆ Indicate attachments clearly to avoid confusion with viruses.
- ◆ Start by mentioning to whom or what you are writing about. Long introductions are boring!
- ◆ With mailing lists (groups) you can reach a lot of people with one address only. When you reply consider whether you answer only to the sender or the whole list.
- ◆ Set up an anti-virus program to protect yourselves and others!

DON'T

- ◆ Send a lot of “smileys,” and very little text.
- ◆ Attach signatures.
- ◆ Return the entire text you just received when you reply.
- ◆ Ignore correct spelling with capital and lower case characters, orthography and grammar rules.
- ◆ Use abbreviations only.
- ◆ Make the most creative texts!
- ◆ Send an e-mail message at least three times.
- ◆ Use many exclamation marks.
- ◆ Insert a lot of spacing.
- ◆ Send copies to *all*.
- ◆ Send e-mails as word files.
- ◆ Use strange compression systems, instead of standard such as “POSTAL.”
- ◆ Omit marks with quotations.
- ◆ Send chain mails and virus warnings; these are mostly scams and may have viruses attached.
- ◆ Use flashy, multi-color background illustrations.
- ◆ High priority is just high enough!

CLUB WEB SITE

- ◆ Keeps Club members informed.
- ◆ A Public Relations tool for access by the general public.
- ◆ A place to advertise your activities to other Clubs in your Area, District.



ESTABLISHING YOUR CLUB WEB SITE

Please read the Zonta International Web site Policy for Districts and Clubs, before you begin (www.zonta.org – Member Resources)

CONTENT

The following details may be included:

- ◆ Club Name
- ◆ Introductory paragraph about your city, Area and Club, with photos
- ◆ Brief history of your Club
- ◆ Club philosophy
- ◆ Your meeting day, venue, time and contact e-mail address
- ◆ Any annual or recurring fundraisers
- ◆ Any ongoing service projects
- ◆ Dates and details of upcoming events
- ◆ Use photos and a summary of your successful events
- ◆ Club Newsletter

DO NOT INCLUDE

- ◆ Information maintained and distributed at the International level. This information is available on the ZI Web site and is updated by the webmaster.

CLUB NEWSLETTER

- ◆ If posting the Club newsletter to your site, please remember that this is accessible to the general public and members' contact details should be omitted.

UPDATING YOUR SITE

- ◆ Keep your site current to maintain the professional image of Zonta.
- ◆ Appoint one member of your Club to be responsible for updating the site.
- ◆ Consider quarterly deadlines for posting new articles.

IMPORTANT POINTS

(from the Zonta International Web site Policy)

- ◆ Club sites should be hosted under the District domain – contact your District webmaster for instructions.
- ◆ Club sites should have distinctive headers, so as not to be confused with the 'official' ZI site.
- ◆ Establish a 'generic' e-mail address for contact purposes.
- ◆ Each Club is required to have a link to the "Home Page" of the ZI site.
- ◆ Submit your Club's Web address and/or pages to webmaster@zonta.org for the site to be approved and the link to be established.
- ◆ Create links to www.zonta.org for information on Zonta Award programs & Zonta international service projects.

CLUB BROCHURE



- ◆ A booklet or leaflet containing information about your Club and Zonta International.
- ◆ A Public Relations tool for the general public and prospective members.
- ◆ Brochure should look professional to portray the professionalism and quality of Zonta International.

SUGGESTED CONTENT

Front of Brochure

- ◆ Zonta International logo
- ◆ Club name
- ◆ Zonta Mission Statement
- ◆ “Who Are We?,” “What is Zonta?”
The Zonta Club of _____ is a Service Club, contributing to the local and global community since 19__.
- ◆ *Zonta PR facts – for example, Between 2000-2002 Zontians raised US\$14,865,000 and dedicated 916,000 hours of Service throughout the world*
- ◆ “What Do We Do?”
Club meetings, projects and activities that promote the Zonta ideals of Service, Fellowship, Networking and Personal Development for women.

Inside Brochure

- ◆ Zonta History
Founded 1919, Buffalo, USA. Now Clubs in 67 countries and geographic areas, with 33,000 members.
- ◆ Zonta International Service

Service project summary

- ◆ Zonta International programs: *Summary of Amelia Earhart Fellowships, Jane M. Klausman Women in Business Scholarships, Young Women in Public Affairs Awards, ZISVAW, International Service.*
- ◆ Local Service: *Activities of your Club – service and fellowship.*
- ◆ “Who Are Our Members?”
Zonta is a classified organization, which ensures members are in a wide variety of occupations.
- ◆ Membership is by invitation.
- ◆ Membership requirements: *Involved for 50% of the week in a recognized business or profession, in a decision making capacity*

- ◆ “When Do We Meet?” *Day, time, venue*
- ◆ Standing Committees

Back of Brochure

- ◆ Objects of Zonta International
- ◆ Benefits of Membership
- ◆ “Can You Join?” For example,
Do you want to advance the Status of Women?
Do you want to help other women more effectively?
Do you own your business or work in a decision-making role?
Do you want to share fellowship and meet interesting people in other occupations?
Do you want to develop your leadership potential and interpersonal skills in a supportive environment?
Do you want to have friends in 67 countries and be part of a prestigious organization?
If your answer to these questions is “Yes,” then you will also want to be a Zontian.
- ◆ “More Information?”
Contact person or Club details, www.zonta.org, Club Web site

PRODUCTION

- ◆ Concise text, quick to read.
- ◆ May be printed or photocopied.
- ◆ High quality to reflect the professionalism of Zonta International.

JOINT VENTURE

- ◆ With clubs in your area.
- ◆ Saves cost and time spent.
- ◆ Easier to achieve the professional look.

DISTRIBUTION

- ◆ Distribute to all prospective members.
- ◆ Distribute copies to general public at Club functions.
- ◆ Display in your business.
- ◆ Include with all media releases.

SPECIAL EVENTS

PURPOSE

To celebrate or commemorate specific events which are important to Zonta and to inform our members and the public. Examples include:

- ◆ Club anniversaries and installations
- ◆ Special holidays
 - Amelia Earhart Day
 - Amelia Earhart Month
 - United Nations Day
 - Zonta Rose Day and International Women's Day

To raise more funds by reaching beyond club members to increase attendance.

GETTING STARTED

The decision to organize a special event must take into consideration club members' commitment and ability to be involved as well as the financial resources of the club. The entire club membership votes to do the event.

The club president then appoints a chairman or assigns responsibility for the event to an existing committee.

JOBS FOR THE COMMITTEES

- ◆ **Attendance & registration**, includes printing and distribution of tickets.
- ◆ **Finance** creates budget, determines cost, handles receipt of funds, disburses expenses, submits final financial report.
- ◆ **Venue** selects location for event, handles theme and decoration, selects menu, arranges audio visual and lighting needs.
- ◆ **Program** selects speaker and emcee, as appropriate. Arranges for president's welcome, invocation, national anthem, entertainment, speaker honorarium or gift, concluding ceremony. Prepares script. Arranges for rehearsal as needed.
- ◆ **PR** prints invitation, programs, and alerts media as appropriate.



EXTRAS

These extras can make your event special:

- ◆ Favors
- ◆ Door prizes
- ◆ Place cards
- ◆ Name tags or badges
- ◆ Zonta roses

ZONTA INFORMATION

Any event can be used to distribute more information about Zonta. The following tools in this kit should be helpful:

- ◆ Display Board
- ◆ Promotional products
- ◆ Brochures & newsletters
- ◆ Press releases and information packets.

NOTE

The program committee should refer to the Zonta International Protocol Manual for details on general protocol and order of precedence during introductions. Suggested ceremonies also appear in this manual.

CLUB DISPLAY BOARD

PURPOSE

- ◆ To promote your Zonta Club.
- ◆ To promote Zonta International.
- ◆ Information for prospective members.
- ◆ Information for new Club members.

CONTENT

The following information may be included:

Information about your Zonta Club

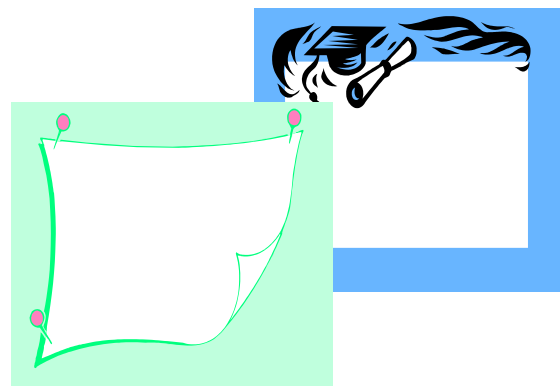
- ◆ Short history
- ◆ Successful service projects
- ◆ Scholarships or Awards
- ◆ Funds raised
- ◆ Media clippings, photographs
- ◆ Ongoing functions, programs
- ◆ Current Club Board
- ◆ Information on membership
- ◆ Upcoming events
- ◆ Photos of members and events
- ◆ Committee activities

Information about Zonta International

- ◆ Zonta Mission Statement
- ◆ Zonta logo explanation
- ◆ Zonta name, Honest and Trustworthy
- ◆ Zonta International service programs
- ◆ Zonta PR Facts – 2000-02
 - ◆ \$14,865,000 raised
 - ◆ 916,000 hours of service given
 - ◆ Service areas – education, literacy, women’s health, women’s human rights, women and aging, environment

PRODUCTION

- ◆ A display board at least 1 meter square.
- ◆ Use with a stand if possible.
- ◆ Mount text and photographs with pins, tape.
- ◆ Make sure text and photographs are large enough to be easily read.
- ◆ Use the creative members of your committee to arrange the display.
- ◆ Update the information at least annually.



USE

- ◆ At Club functions.
- ◆ Club meetings if guests are present.
- ◆ Prospective Member Information Sessions.

SOURCES of INFORMATION

- ◆ Your Club archives.
- ◆ *The Zontian* magazine.
- ◆ The Zonta Club Manual.
- ◆ Governor’s newsletter.
- ◆ Area Director’s newsletter.
- ◆ www.zonta.org.
- ◆ Your district Web site.

MEDIA RELATIONS: NEWSPAPERS



WHY NEWS COVERAGE?

- ◆ To attract new members because they are familiar with your successes.
- ◆ To attract donations and support from other organizations because they know about the work you do.

WHAT IS NEWS?

Editors look for stories they think will interest the most people. Here are some elements editors look for in stories:

- ◆ Consequence, impact on the public.
- ◆ Conflict, disagreement between groups or individuals.
- ◆ Change. Will things be different?
- ◆ Concrete, tangible vs. conceptual.
- ◆ Proximity, the nearer the better.
- ◆ Personality, human interest, about people.
- ◆ Prominence, the rich and famous.
- ◆ Rarity, unusual occurrences.
- ◆ Action, doing something, not just saying something.
- ◆ Timeliness, happened today, not a month ago.

GETTING STARTED

Build your list of media contacts with the use of a telephone directory.

- ◆ Look up the names, addresses and phone numbers of media companies, and record.
- ◆ Telephone each company. Ask for the name of the editor, for e-mail addresses and fax numbers, and record.

PREPARE NEWS CONTENT

- ◆ Start with a list of the facts. Write down the 5 Ws: Who, What, When, Where and Why.
- ◆ For print media, you will need to write a press release. Try to work the 5 Ws into the first paragraph.
- ◆ Be clear about who your audience is. Write your press release to convince the media that this is important news to your audience.
- ◆ Always include a release date: the day you want the news to appear. Always include your name and telephone number so the press can call you with questions.

- ◆ Quotes add interest. Consider putting a key phrase in quotation marks and attributing it to your president. Obtain her permission, of course.
- ◆ Prepare a summary statement about your Zonta Club to be included in every communication.
- ◆ Note the availability of photographs and photo captions.
- ◆ Have at least two others proofread your material.
- ◆ See the Zonta International Web site for sample press releases.

CONTACT THE PRESS

- ◆ Begin making contact several weeks before your event. Only breaking news (crime, for example) is written the day before.
- ◆ Fax, e-mail or deliver your press release.
- ◆ At metro newspapers, be specific when choosing the target for your press release. If it is news for the community, contact the community editor or reporter. Use the managing editor as a last option.
- ◆ Follow up with a phone call the same day you estimate your written material arrived. Ask: 1) Did you get my news release? 2) Is there any other information I can provide? 3) When do you think it will run?
- ◆ Find out if your paper has an online community board where you can post your news if it is not run in the newspaper.

MEDIA RELATIONS: BROADCAST



BROADCAST VS. PRINT

Some stories are better for broadcast and some for print. The strength of television is visual, the strength of radio is sound, the strength of print is the wealth of detail that can be included.

For TV news, think of colorful, dramatic ways to demonstrate your story. The array of Zonta's 67 flags demonstrates our internationalism in a colorful way. For radio, a national anthem or other music provides an instant background. For print, a long list can be impressive.

PSAs

(Public Service Announcements)

- ◆ Broadcast stations run free brief announcements that serve the public interest. In the USA, the Federal Communications Commission requires a certain number of these to be run for a station to renew its license.
- ◆ For radio, type the 5 Ws on a 3x5 index card and mail to each station with a letter requesting they read it during the dates you want.
- ◆ For television, use a brief version of your newspaper press release. Read it aloud and time yourself. It should no be longer than 30 seconds.
- ◆ Some radio stations give away tickets to events on the air. Consider donating a pair of tickets to the station to use while promoting your event.
- ◆ Some TV stations run a community message board service. This is a series of typewritten announcements flashed on the screen. Again, send just the 5 Ws.
- ◆ Sometimes talk radio hosts will agree to interview a Zontian on air the day of an event. Schedule far in advance.

PAID ANNOUNCEMENTS

- ◆ You can always place advertisements on radio, TV or in print. This might be an appropriate strategy for a fundraiser, when you want to control the content instead of an editor. This can be very expensive to do on television because of production costs

that are not included in the price of the airtime.

- ◆ All media research the market share they have in the market. Ask to see this research to understand what percentage the station reaches and in what demographic groups. Airtime is priced based on audience size.
- ◆ Spots (ads) can be 15, 30, or 60 seconds.
- ◆ Using an ad agency is recommended.

IF THE MEDIA COME TO YOU

- ◆ Sometimes, you may be in the news because of a crisis and the media call you for an interview.
- ◆ While you may be interviewed for several minutes, only 15-20 seconds will appear on tape. This is called a "sound bite."
- ◆ Plan what you will say in advance. Think of the main point you want to make. Write it down, and edit it to 15-20 seconds. Rehearse it until you can say it without reading.
- ◆ If you have a member who works for TV or an ad agency, preparing your own Video News Release (VNR) could be an option. VNRs are brief 20-30 second news stories you write and produce yourself.

PRESS CONFERENCE?

Only hold a press conference if you have earthshaking news that every media company in town will insist on covering.

AUDIO VISUAL PRESENTATIONS



PURPOSE

- ◆ To inform members and generate enthusiasm about Zonta International and your Club.
- ◆ To record Club accomplishments.
- ◆ When broadcast, to draw support during fundraising or to project the image of your Club as a prime mover in the community carrying out an active campaign to advance the status of women.

GETTING STARTED

- ◆ Brainstorm the Club's concept for the Audio Visual Presentation (AVP). Identify the purpose of the program and the target audience.
- ◆ Gather visuals, including photographs and film footage taken during Club events. Some items to consider include:
 - Hands-on service projects
 - Induction of officers or new members
 - Scholarship recipients

BROADCAST PROGRAMS

- ◆ For broadcast, you will need to prepare storyboards. These are scene-by-scene pictures of what the final product will look like, with text below. You will need the services of:
 - Artists to draw the board
 - Writers to do the text
 - Background music or sounds.
- ◆ Using an ad agency is recommended. Professional experience will assist the Club in producing a professional product. Television audiences are sophisticated today and are used to high quality video.
- ◆ Agencies may provide the work pro bono as a public service, and can assist in soliciting donated services from video production houses or media studios.
- ◆ Once the storyboard is approved by the Club, move to production, shooting the required pieces on film. Still photographs collected above may be used on film.

- ◆ Film must be processed by a production house, including:
 - Editing
 - Dubbing
 - Interlocking of film and audio
- ◆ Screen the product before Club members before finalizing.
- ◆ Distribute as planned.
- ◆ Some cities have community access television that airs free programming and might run your show. Such channels typically have smaller audiences.

SLIDE PRESENTATIONS

- ◆ For a slide presentation, a storyboard is not necessary. With the help of software programs like PowerPoint, it is relatively easy for Zontians to create a presentation on the computer.
- ◆ Select a background slide from templates, or create one of your own.
- ◆ Build the presentation outline.
- ◆ Fill in the text on each slide.
- ◆ Scan visuals and import them to place in the show where needed.
- ◆ Horizontal photographs fit better on the screen.
- ◆ Prepare your script if the show is to be run in person.
- ◆ Coordinate the script with the points in the show. Note when to change slides on the script.
- ◆ Rehearse.

ZONTA ROSE DAY

8 March has been designated by Zonta International as Zonta Rose Day, to be celebrated in conjunction with International Women's Day.

PURPOSE

- ◆ To promote recognition of International Women's Day.
- ◆ To increase the visibility of Zonta International.
- ◆ As a potential fundraiser through selling roses.

THE ZONTA ROSE

The yellow rose has been a symbol of Zonta International for decades. It has adorned many Zonta items from stationery to clothing and is used in charter and anniversary celebrations.

There are two official Zonta roses: the "Hartana" and the "Harflow" rose. Details about the Zonta roses are on the Zonta International Web site.

SELLING ROSE PRODUCTS

Clubs have sold roses publicly and privately to raise funds in a number of ways.

Examples

- ◆ Rose plants
- ◆ Rose blooms, natural or artificial
- ◆ Rose buttons, pins, or jewelry
- ◆ Rose note cards

Major rose growers produced new rose varieties in Austria, Australia and the UK. Contracts with rose growers exist in Austria and Denmark.

ROSES FOR RECOGNITION

Clubs have distributed roses free of charge to recognize local citizens for contributions to the community. This distribution is accompanied by printed Zonta information.

Examples

- ◆ Women heads of state
- ◆ Women leaders
- ◆ Women volunteers
- ◆ Older or senior women



SPECIAL EVENTS FOR ROSE DAY

Some clubs have organized special events that take place on Zonta Rose Day.

Examples

- ◆ Fashion show
- ◆ Ceremonial plantings
- ◆ Multi-club dinner and speaker
- ◆ International evening
- ◆ Women's shelter benefit

OTHER IDEAS

- ◆ Have your mayor or city official issue a local proclamation. Sample proclamations are available from Zonta International.
- ◆ For more information, click on the rose on the Zonta International Web site.

PROMOTIONAL PRODUCTS

- ◆ Give-away products
- ◆ Zonta International merchandise
- ◆ Club merchandise
- ◆ Zonta Club brochures
- ◆ Business cards
- ◆ Zonta Club badges

PURPOSE

- ◆ To promote your Zonta Club.
- ◆ A “thank you” gift for attending a function.
- ◆ To serve as a reminder of your Zonta Club and what you do.

GIVE AWAY PRODUCTS

These are small items that can be made by members or purchased inexpensively.

Examples

- ◆ Bookmarks can be set up on a computer and printed onto light board.
- ◆ Calendars are easily set up on a computer.
- ◆ Gift cards
- ◆ Clips
- ◆ Bags
- ◆ Memo pads
- ◆ Paper serviettes
- ◆ Pens

Format

Information that can be printed onto items

- ◆ Your Zonta Club logo
- ◆ Zonta Mission Statement

ZONTA INTERNATIONAL MERCHANDISE

Available from Zonta International headquarters, these items can be used as gifts for guest speakers to promote Zonta International.



CLUB MERCHANDISE

Any Club merchandise displaying the Zonta International Logo that is to be sold to the public, *must* have approval from Zonta International through your District Governor

Examples

- ◆ Shirts
- ◆ Pens
- ◆ Stationery
- ◆ Aprons, table linens
- ◆ Mugs, plates
- ◆ Umbrellas
- ◆ Rose cards

ZONTA BROCHURES

- ◆ Zonta International Brochures
- ◆ District Brochures
- ◆ Club Brochures
- ◆ This is Zonta Trifold
- ◆ All these items can be distributed with/without gifts to promote Zonta International and your Club.

BUSINESS CARDS

Use the reverse side of your business card to promote your Zonta Club. Add:

- ◆ Zonta Logo
- ◆ Your Club name
- ◆ Your position in your Zonta Club or Member of Zonta Club
- ◆ Zonta International Mission Statement.

ZONTA BADGES

Wearing your Zonta Club Badge at all times is an excellent way to promote your Zonta Club.

RECOGNITION and AWARDS



PURPOSE

- ◆ To recognize and thank Zontians for service to your Club.
- ◆ To recognize and honor women for leadership or service to their communities
- ◆ To attract publicity for your Zonta Club through media coverage of honorees.

THANKING ZONTIANS

Many clubs, boards and presidents have a tradition of recognizing Zontians at the end of a Zonta year. This honors members and reinforces exemplary behavior you want to see repeated.

Examples

- ◆ Perfect attendance
- ◆ Committee chairmen
- ◆ Project leaders
- ◆ Officers and Board Members
- ◆ Outgoing President
- ◆ Non-Zontians who have supported the Club (might be spouses)

Format

Most recognition is in the form of certificates. These can easily be printed from a computer and can include:

- ◆ Your Zonta Club logo
- ◆ Their name and office or title
- ◆ A line or two about what they have achieved
- ◆ A small gift or a Zonta rose may also be presented.

WOMAN OF THE YEAR

Clubs will often select a Woman of the Year to honor. Sometimes this is an internal award, given for volunteerism to the club member who has done the most work in the club that year. Sometimes this is a prominent community leader the Club wants to honor for her/his work advancing the status of women. This award can generate publicity for the club.

Procedure

- ◆ Develop criteria for the award.
- ◆ Call for nominations.
- ◆ Form a selection committee to review the nominations and choose a winner.

- ◆ Invite honoree, friends and family to the event.
- ◆ Prepare certificate, gift.
- ◆ Determine who will present the award.
- ◆ Collect biographical information and prepare a script.

Generating Publicity

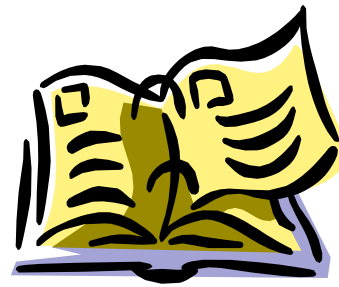
If the person is extremely prominent, and will be speaking at your event, invite members of the press to attend

- ◆ Take photographs of presentation
- ◆ Prepare a press release for the media and submit with photograph
- ◆ Announce honorees in your newsletter
- ◆ Consider adding the honoree's name to your club mailing list

Honorary Membership

Your Club may want to offer an honorary membership in the club to the recipient of an award. This requires payment of her international and district dues. See your Zonta International Bylaws and the Club Manual for more information on this topic.

ARCHIVING



PURPOSE

- ◆ The records of any Zonta Club are important and valuable. They tell the story of the club, how traditions were formed and who were the key players in the club's development. They also tell others about the club's contribution to the community.
- ◆ Your Club is part of the community and the records need to be made available for future historians. Most *histories* of a community are simply that, histories. The contributions women have made to the community are often ignored. We need to make sure they can write a *herstory* as well as a *history*. A historian's biggest challenge is finding the information about the contribution made by the clubs.

WHAT TO ARCHIVE

The records of each Zonta Club need to be kept together and organized.

Items to store

- ◆ Minutes
- ◆ Committee reports
- ◆ Club annual report
- ◆ Programs, photographs and press clippings from special events
- ◆ Membership records

Items to keep for a period of only 6-10 years:

Information from ,(originals are kept elsewhere)

Club annual report

- ◆ Head Quarters
- ◆ Governor
- ◆ Area Director
- ◆ Other clubs

WHO SHOULD ARCHIVE

The president should appoint a club archivist or historian. The club secretary can also function in this capacity.

IMPORTANT TO NOTE

If the club uses computers for record keeping, do take out important data on paper, as there is some uncertainty about securing electronic records for the future.

WHERE TO ARCHIVE

- ◆ The club archivist should negotiate with an appropriate archival repository. The repository should be located in a convenient area to ensure easy access. The records should be preserved in a safe environment.
- ◆ Make the archives readily available for general research. There should be a sentence in the depository agreement about access to the records for research purposes.
- ◆ Before your records are deposited, they need to be organized and a list of files or contents made for easy reference and record.
- ◆ When your Club is ready to deposit your archives in a repository, careful consideration should be made. Possibilities will vary for each club and will include the following:
 - ◆ Local museum
 - ◆ Local library
 - ◆ State or provincial historical museum
 - ◆ A university in your state or province.

ARCHIVE TO DO LIST

Let's use the biennium to get started on gathering and organizing your Club's records. Here's the to do list:

- ◆ Designate a club archivist.
- ◆ Gather what can be found.
- ◆ Determine what should be kept.
- ◆ Arrange and list items for safekeeping and easy reference.
- ◆ Choose a repository and speak with the staff.
- ◆ Deposit the archives in a safe and accessible repository.

PUBLIC RELATIONS RESOURCES AVAILABLE FROM ZONTA INTERNATIONAL HEADQUARTERS



The following materials can be downloaded from the Zonta International Web site (www.zonta.org). Visit Member Resources.

- Zonta International / Zonta International Fact Sheet.
- The Programs of Zonta International Funded by the Zonta International Foundation.
- History of the International Service Program projects.
- Biographies of Zonta International / Zonta International Foundation Leadership and Management.
- Sample Press Releases.
- Sample Newsletters.
- Amelia Earhart Month Activities.
- Zonta Rose Day / International Women's Day Activities.
- Downloadable logos.
- Downloadable photographs.