

PUBLIC RELATIONS TOOL KIT FOR ZONTA DISTRICT 11

This document has been adapted from the Zonta International 2004 PR Tool Kit. This information is intended as suggestions to help you develop and promote a successful PR program for your club.

Purpose of a Public Relations Programs

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

- Awareness
- Understanding
- Support
- Cooperation

Our Mission

To advance the status of women worldwide

Members must understand the organization before they attempt to promote it! Ensure that the following procedures are regularly done:

- Review of ZI Rules,
- Review of District Rules
- Review of Club Rules,
- New Member Orientation and Membership Review,
- Officer Training

Now you are equipped to deliver your elevator speech (30 sec to 2 minutes talk) to

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

Communication Tools

- Club Newsletter
 - A monthly news sheet of Club information for members
 - The Newsletters should look professional to reflect the professionalism and quality of our members.
- Email Used Effectively
 - Always mention subject, short and expressive.
- Club Website
 - Keeps Club members informed
 - A Public Relation tool for access by the general public
 - A place to advertise your activities to other Clubs in your Area, District.

- 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.
- Special Events
 - 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
- Club Display Board
 - To promote your Zonta Club
 - To promote Zonta International
 - Information for prospective members
 - Information for new Club members
- Media Relations
 - Newspaper
 - 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
 - Broadcast (Public Service Announcement)
 - Some stories are better for broadcast and some for print. The strength of television is visual, the strength of radio is sound, and the strength of print is the wealth of details that can be included.
 - Audio Visual Presentations
 - 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.
- 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.
 - To promote recognition of International Women’s Day
 - To increase the visibility of Zonta International
 - As a potential fundraiser through selling roses
- Promotional Products
 - 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

- Types of promotional products:
 - Give away products
 - Zonta International merchandise
 - Club Merchandise
 - Zonta Club brochures
 - Business cards
 - Zonta Club badges

Tools for Internal Organization

- Planning and Calendars
 - A good chairman for the Public Relations Committee should be well organized, creative and good at following through on task
 - Should have a computer with e-mail and have some understanding of electronic communications
 - Should be able to express ideas well in writing
- Club Directory
 - A booklet or electronic file with details of each member
 - To facilitate contact between members/club board/committee chair
 - Distribute to each member
 - Valuable for new members
- Recognition and Awards
 - 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
- Archiving
 - 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.

Tools from Zonta

Public Relations tools may also be ordered from Zonta International at www.zonta.org. Also consult the ZI Manual and District 11 website, www.zonta-district11.org for rules and regulations concerning the communication tools listed.