

**ZONTA INTERNATIONAL DISTRICT 11  
STRATEGIC PLAN  
2020-2022**

## **Zonta International Mission Statement**

*Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.*

## **Zonta International Vision for the Future**

*Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.*

*In such a world, women have access to all resources and are represented in decision making positions on an equal basis with men.*

*In such a world, no woman lives in fear of violence.*

## **Zonta District 11**

*Zonta District 11 is a part of Zonta International sharing the Mission and Vision of Zonta International focusing its effort on the issues facing Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, The Bahamas, and The British Virgin Islands.*

## **Zonta International Goals and the District 11 Strategic Plan**

*Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.*

*The District 11 Strategic Plan is guided by the three ZI Goals for the current biennium. Strategic planning is a fluid process; changes are made every biennium.*

*The District 11 Clubs will use the District 11 Strategic Plan (**Objectives and Action Steps**) to schedule the activities their clubs can handle this biennium.*

## GOAL 1: PROGRAMS & PROJECTS

Access to education is a key factor in achieving gender equality. Zonta's education programs provide essential support for women in male-dominated disciplines. The women who receive these awards are role models for the next generation. Thus, the continuation and expansion of these Zonta-managed education programs are critical for Zonta to expand women's participation in these fields. Many girls around the world do not have the opportunity to attend school and/or complete their secondary education. For decades, Zonta has successfully partnered with UN agencies to address a variety of needs of women and girls. This biennium our Zonta-funded UN projects are implemented in Asia, Africa, South America and the southwestern Pacific, thus achieving a truly worldwide impact. The projects focus on education, health, preventing early marriage and eliminating other forms of violence against women. The objectives of the projects are achievable and measurable.

These four goals for our programs and projects increase our impact and effectiveness in helping women and girls.

1. Zonta's pilot Women in Technology Scholarship continues with a second award cycle during the biennium. An assessment of the first and second award cycles will be conducted with results and recommendations presented at Convention 2022.

### Objective(s):

- A. Extend outreach to increase the number of prospective students to locate the best candidate for the scholarship.

### Action Steps:

- a) Area Directors, in coordination with the Technology Chair - Christine Tomasetti, will work with the club presidents/committee chairs to promote this scholarship.
  - b) District 11 webmaster, Charlene Rains, will ensure the latest scholarship information is located on the District 11 website.
  - c) Reports from the Area Directors and the Committee Chair to the District 11 Board will reflect the outcomes of this activity.
  - d) Photo of the District 11 winner will be published on the district website.
2. Zonta International will study the participation in the Young Women in Public Affairs Award and Jane M. Klausman Women in Business Scholarship programs and make recommendations for the future of these programs prior to the next convention.

### Objective(s):

- A. Extend outreach to increase the number of prospective student candidates for the Young Women in Public Affairs Award.
- B. Extend outreach to increase the number of prospective college candidates for the Jane M Klausman Business Scholarship.

- C. Extend outreach to increase the number of prospective graduate students for the Amelia Earhart Scholarship.

**Action Steps:**

- a) Area Directors, in coordination with the YWPA Chair - Regina Vetto, the JMK Chair - Tami Page, and the Amelia Earhart Chair - Maria Crowley, will work with the club presidents/club committee chairs to promote these awards/scholarships.
  - b) District 11 webmaster - Charlene Rains, will ensure the latest information is located on the District 11 website.
  - c) Reports from the Area Directors and the Committee Chairs to the District 11 Board will reflect the outcomes of these activities.
  - d) Photos of the District 11 winners will be published on the district website.
3. Education and eliminating violence against women are two key elements of our projects funded through the UN agencies. Zonta International will publish statements on issues impacting the lives of women and girls such as human trafficking, climate change and other topics as we work for improvements for women and girls in all facets of life.

**Objective(s):**

- A. Investigate new avenues to educate and promote ZI's statements on eliminating violence against women as well as promoting the current UN projects.

**Action Steps:**

- a) Area Directors, in coordination with the UN Chair - LaToya Johnson, the Public Relations Chair - Linda Pearson and the Service Chair - Kathy Johnson, will work with the club presidents/club committee chairs to promote these activities.
  - b) Area Clubs are encouraged to partner together for their service activities as well as partnering with like-minded groups.
  - c) District 11 Board will select a service project for this biennium.
  - d) Reports from the Area Directors and the Committee Chairs to the District 11 Board will reflect the outcomes of these activities.
  - e) Photos of these district activities will be published on the district website.
4. Zonta's voice is heard locally when clubs participate in advocacy actions. Advocacy work focuses on raising awareness of women's rights and has lasting impact when laws are changed. Clubs are encouraged to participate in at least one advocacy activity each year. The global Zonta Says No to Violence Against Women campaign provides an opportunity for advocacy and gives aligned visibility to Zonta in the community.

### **Objective(s):**

- A. Continue the global Zonta Says No to Violence Against Women campaign. Focus on Zonta's Empowerment principals to engage men as partners for gender equality.

### **Action Steps:**

- a) Area Directors, in coordination with the Advocacy Chair - Betty Houbion, will work with the club presidents/club committee chairs to promote these activities.
- b) Area Clubs are encouraged to partner together for their advocacy activities as well as partnering with like-minded groups.
- c) Reports from the Area Directors and the Committee Chair to the District 11 Board will reflect the outcomes of these activities.
- d) Photos of these district activities will be published on the district website.

## **GOAL 2: MEMBERSHIP**

Zonta's membership is central to its success. Growth in membership is always the desired outcome, however, a more realistic goal in today's world is to stabilize membership. Going forward into our second century membership retention is key, yet recruitment of young professionals remains a focus. For club members taking on leadership roles, Zonta International's leadership development program offers support and training.

Successful implementation of these three goals related to membership will maintain Zonta's visibility locally and globally.

1. Zonta International, districts and clubs will work together to focus on membership retention. This includes maintaining clubs in the current countries (61 countries as of January 2020).

### **Objective(s):**

- A. Facilitate each clubs' access to resources via the ZI website (e.g., Membership Tools and Membership FAQs) and encourage sharing of successful techniques among clubs.

### **Action Steps:**

- a) Membership Chair - Nancy Dreher, and the Vice Area Directors will work with the club presidents/club committee chairs to promote membership growth and retention.
- b) Membership Chair - Nancy Dreher, and the Vice Area Directors will work to promote the chartering of a new club in District 11.
- c) Membership Chair - Nancy Dreher, and Z & Golden Z Club Chair - Cherry Temple, will work with the Z & Golden Z Clubs to promote retention as well as new clubs in District 11.

- d) Reports from the Membership and Z & Golden Z Club Chairs to the District 11 Board will reflect the outcomes of these activities.
  - e) Photos of these district activities will be published on the district website.
2. Districts are encouraged to hold at least one event per year with current education award winners and awardee alumnae. Zonta International will work with the districts in contacting the awardee alumnae. Awardees are encouraged to become Zontians and serve as role models for the next generation of professionals.

**Objective(s):**

- A. Encourage the networking among clubs to increase the attendance at Area Meetings and District Conferences.

**Action Steps:**

- a) The Spring 2021 Area Meetings will be virtual meetings per the results of the August 2020 Pivot Survey submitted to the District 11 Membership. A decision on the Spring 2022 Area Meetings will be made in 2021.
  - b) The District 11 Board will work with the club presidents in scheduling the Area Meetings and creating the agenda.
  - c) The current education award winners as well as awardee alumnae will be invited to attend the Area Meetings to speak on their experiences since being an awardee.
  - d) Governor Charlene Thomas and the District 11 Conference Committee are currently working on a venue/agenda for the District 11 Conference (Voting Conference) which is currently scheduled for October 21-23, 2021.
  - e) Bylaws & Resolutions Chair - Doris Larson, Historian Chair - Charlene Rains and Parliamentarian - Judy White will also be tasked with working/organizing the conference.
  - f) The current education award winners as well as awardee alumnae will be invited to attend the District Conference to speak on their experiences since being an awardee.
  - g) Nomination Chair - Cherry Temple will announce when nominations for District 11 Officers for the 2022-2024 Biennium can be submitted.
  - h) Reports from the Area Directors and Committee Chairs to the District 11 Board will reflect the outcomes of these activities.
  - i) Photos of these district activities will be published on the district website.
3. Zonta International will support current and future leaders through Zonta professional development and mentoring tools tailored to individual club needs.

### **Objective(s):**

- A. Support current and future leaders by facilitating opportunities throughout District 11 Clubs as well as encouraging use of the Leadership tool via the ZI website.

### **Action Steps:**

- a) Area Directors, in coordination with the Leadership Development Chair – Dra. Jean Rodriguez will work with the club presidents by encouraging the participation of the e-Learning program for current and future Zonta Leaders – Zonta Leadership Program.
- b) Reports from the Area Directors and Committee Chair to the District 11 Board will reflect the outcomes of these activities.
- c) Photos of these district activities will be published on the district website.

## **GOAL 3: FINANCIAL RESOURCES**

Financial contributions are needed to fulfill Zonta's mission. For most of Zonta's history, the financial giving has been directed towards meeting the biennial fundraising goals to support our programs and projects. Since 1988, Zonta's endowment funds have been established for the sustainability and growth of Zonta's work towards women's equality. The visibility of Zonta International's Foundation for Women is important for reaching new internal and external donors. Contributions to both the biennial programs and projects and the endowment funds are essential for maintaining and growing our ability to make a difference in the lives of women and girls.

Achieving the following three goals ensures our impact continues while also providing opportunities to expand our influence.

1. Donations to the Zonta International Foundation for Women meet or exceed the biennial fundraising goals.

### **Objective(s):**

- A. Encourage clubs to continue their club and individual donations to the foundation if possible, per the circumstances of the health pandemic.
- B. Develop new marketing and fundraising goals/methods if possible, per the circumstances of the health pandemic.

### **Action Steps:**

- a) Area Directors, in coordination with the Foundation Ambassador - Bev Duff, will work with the club presidents to promote club and individual donations to the foundation during Area Meetings and District Conference.
- b) Foundation Ambassador – Bev Duff will report per the ZI Foundation for Women schedule, District 11 contribution totals.
- c) Area Directors receiving financial inquiries/questions from the clubs are to share them with the Finance Chair – Margo Sheridan.

- d) Area Directors are encouraged to share their clubs' marketing and fundraising goals/methods to help/encourage other clubs in the district.
  - e) District 11 will explore the possibilities of a fundraising project for this biennium, and marketing campaign to increase Zonta awareness and contributions to the ZI Foundation for Women.
  - f) Reports from the Area Directors to the District 11 Board will reflect the outcomes of these activities.
  - g) Photos of these district activities will be published on the district website.
2. Donations to the endowment funds for sustainability and growth of the foundation continue to be made towards achieving the long-term goal of US\$10,000,000. Zonta International will identify potential programs and projects for future support using the earned income from the endowments.

**Objective(s):**

- A. Develop realistic goals for support of the endowment funds.

**Action Steps:**

- a) Area Directors will encourage clubs to explore and discuss setting up endowments with the Zonta Foundation for Women.
3. Zonta International Foundation will expand awareness and visibility of the focus of Zonta's global charitable efforts by doing business as "Zonta Foundation for Women." \*

**Objective(s):**

- A. Create marketing campaign to increase awareness of the ZI Foundation for Women's accomplishments within all District 11 Clubs.

**Action Steps:**

- a) Area Directors will encourage their clubs to visit the District 11 and ZI websites to learn more about the charitable efforts of the ZI Foundation for Women through the International Service Projects.
- b) Area Directors will encourage their clubs to increase awareness of the ZI Foundation for Women through press releases and public announcements on the ZI Foundation for Women Programs.

\*The legal name will remain Zonta International Foundation; however, there will be a second legal filing that will allow us to also operate under the name Zonta Foundation for Women.