

Zonta's Mål og Strategi 2020-22

Transitions, Changes and New Opportunities

Zonta International har fastsat følgende 3 overordnede mål for Zonta's virke globalt:

1. Programs and Projects to increase Zonta's impact and effectiveness in helping women and girls.
2. Membership to maintain Zonta's visibility locally and globally.
3. Financial Resources to ensure our impact continues while also providing opportunities to expand our influence.

Disse mål skal understøttes i distrikternes og de enkeltes landes og klubbers virke. Nedenstående beskriver mere detaljeret Zonta International's overordnede mål, samt hvorledes distrikt 13 (DK,IS, NO, LT) og Zonta Danmark har valgt at arbejde for disse mål.

Goal 1: Programs and Projects

1.1 Zonta International

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. ^[L]_[SEP]
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. ^[L]_[SEP]
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. ^[L]_[SEP]

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. [SEP]

1.2 Distrikt 13

- We agree that the D13 shall continue to promote Scholarship Programs calling for clubs to participate actively in the work to get candidates and winners.
- It provides a basis for good activities / events and it optimizes the opportunity for good and positive press coverage. Maybe it can also improve opportunities for increased membership.
- We will continue to encourage the clubs to support the projects implemented in cooperation with the UN. We will work on getting a higher profile to the UN the activities.
- The efforts with good advocacy activities shall be maintained.

1.3 Zonta Danmark

- Klubberne skal udbrede kendskabet til Zonta international's Scholarships og aktivt arbejde på at finde kandidater og vindere.
- Den enkelte klub bør nedsætte et legatudvalg til forestå dette arbejde – på en måde som også øger interessen for medlemskab.
- Den enkelte klub skal deltage i at udbrede kendskabet til de projekter, Zonta International driver i samarbejde med FN. Vi skal huske at sætte disse projekter på dagsordenen.

Goal 2: Membership

2.1 Zonta International

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). [SEP]
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. [SEP]
3. Zonta International will support current and future leaders through Zonta professional development and mentoring tools, tailored to individual club needs. [SEP]

2.2 Distrikt 13

- We agree that we must continue to have a strong focus on this issue.
- [SEP] We must discuss the question of how we make the organization and membership of this (more) attractive to younger members.

- Communication needs to be modernized so that we target them more directly where they are - for example on social media rather than at monthly meetings? It should be easy to follow Zonta on social media, where conferences and events can also be promoted.

2.3 Zonta Danmark

- Vi skal sætte fokus på både at fastholde medlemmer og at skaffe nye medlemmer. Til dette formål nedsætter hver enkelt klub aktive medlemsudvalg.
- Vi skal blive bedre til at gøre brug af de sociale medier til PR, evt. gøre brug af en influencer.
- Vi skal holde åbne møder med fokus på emner, det tiltrækker yngre kvinder, herunder 8. marts arrangementer.
- Vores Facebook side skal løbende moderniseres.
- Vi skal synliggøre vores prisuddelinger. Prismodtagere inviteres til vores landsmøde, hvor det er muligt. Til Zonta Danmarks hjemmeside optages en video af Zonta's motivation og legatmodtagernes takketale.
- Efter landsmødet holder alle klubber hver især et strategimøde, hvor de planlægger implementeringen af Zonta's mål i årets arbejde.
- Alle formulerede mål bør være evaluerbare.
- Vi vil fremme erfaringsudveksling på tværs af klubberne. Klubbernes strategier sættes på dagsordenen til SU-møde for erfaringsudveksling.
- Den enkelte klub skal synliggøre klubbens mål og strategier på klubbens hjemmeside.
- Klubrapporterne skal indeholde en evaluering af mål og strategi.
- Lokale aktiviteter skal medvirke til, at Zonta's stemme høres lokalt – "advocacy".
- Den enkelte klubs aktiviteter bør inkludere en årlig "advocacy" aktivitet.

Goal 3: Financial Resources

3.1 Zonta International

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 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 meet or exceed the biennial fundraising goals. [L] [SEP]
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. [L] [SEP]
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."* [L] [SEP]
*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. [L] [SEP]

Fundraising Goals

Amelia Earhart Fellowship	US\$ 700.000
Jane M. Klausman Women in Business Scholarship	Funding Available
Young Women in public Affairs Award	Funding Available
International Projects	US\$ 4.000.000
Rose Fund	<u>US\$ 100,000</u>
Total Fundraise	<u>US\$ 4.800.000</u>

3.2 Distrikt 13

- We agree on the need for us to promote the agreement that a 1/3 of collected project funds must be sent to ZIF.
- The situation with COVID-19 has meant that it can be difficult to hold events that involve "meeting people". We agree that there must be solutions that do not involve physical meetings - for example fundraisers on Facebook, online lotteries, etc.
- D13 and areas should stand out together on one or two of the international projects - it gives more visibility if we fundraise for the same project. We agree to focus on contributions to the projects "Ending Child Marriage" and "Let Us Learn Madagascar".

3.3 Zonta Danmark

- Det henstilles, at 1/3 af vore indsamlede donationspenge gives til Zonta International.
- Klubberne opfordres til at tænke i alternative indsamlingsmetoder, såsom virtuelle kunstauktioner, online lotterier etc., da det grundet covid 19 forventes at være vanskeligere at indsamle penge til donationer på mere traditionel vis.
- "Uddannelse" er nøgleordet i kampen "stop vold mod kvinder", "trafficking", klimaforandringer etc.
- Vi stiler mod at blive enige om ét eller to projekter, som vi alle støtter op om, og som vi promoverer. Det vil være med til at gøre Zonta mere synlig. Distrikt 13 foreslår "Ending child Marriage" og "Let us learn Madagascar".

D 10. oktober 2020
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