

Zonta Club of Guelph 2009 - 2014 Strategic Objectives

2010-2011 Results  
May-11

1. Service

**We will make a measurable difference to the lives of women in our community and internationally.**



Objectives

- o Accomplish successful fundraising events
- o Proactively seek worthy individuals and organizations to accept our donations
- o Deliver 'hands-on' service projects



Strategies and Tactics

- o Facilitate the awarding of a Young Women in Public Affairs scholarship each year
- o Award the Catherine Collins Bursary each year
- o Assemble and donate Birthing kits
- o Annually evaluate and adjust the % distribution of funds
- o Partner with other women's groups and like-minded groups
- o Sponsor Z-Clubs and Golden Z Club
- o Donate to Zonta International



2. Membership

**We will attract and retain an active and diverse membership who work together to create a thriving, dynamic, progressive and relevant organization.**



Objectives

- o Maintain a membership of at least 20 active members
- o Membership will reflect the local demographic (age, occupation, ethnicity)
- o Recruit 4 new members each year



Strategies and Tactics

- o Facilitate well-organized meetings with good programs
- o Warmly welcome guests
- o Regularly invite member engagement including review and reassessment of goals, accommodation for personal circumstances
- o Active recruiting – persistent, targeted, consistent, paced
- o Celebrate our successes
- o Leverage Zonta 'brand' and support materials available from ZI
- o Sponsor Z-Clubs and Golden Z-Club
- o Recognize individual contributions
- o Present Long Service Awards annually



3. Public Awareness

**We will be widely known for the positive contribution our projects and donations make to local and international individuals, groups and to the advancement of the status of women.**



Objectives

- o Receive media coverage of Zonta events
- o Secure public recognition from recipients of our projects and services
- o Local organizations seek partnerships with Zonta on programs and projects
- o Local media initiate contact to report on our activities
- o Individuals seek membership in our Club



Strategies and Tactics

- o Keep website current and interesting
- o Involve the community in a program i.e. International Women's Day breakfast
- o Make it easy for the media to cover our events:
  - o have information on the website
  - o maintain a list of media contacts
  - o provide press kits for events
  - o advertise upcoming events
  - o paid advertising
  - o following the event send written story with a picture
  - o thank participants, sponsors etc. in the media
  - o Public advocacy i.e. letters to the editor
- o Engage members to speak at events as a Zonta representative
- o Zonta sign on the service club signs at the entrances to the city
- o Post a club sign at every Zonta event
- o Members sign personal email messages with reference to their membership in Zonta
- o Leverage Zonta branding i.e. Zonta business cards
- o Sponsor Z-Clubs and Golden Z-Club
- o Stay in touch with Zonta Alumni



4. Networking and Fellowship for Women

**We will nurture strong, supportive, valuable relationships among our members and with individuals in other Zonta Clubs and Partner organizations**



Objectives

- o Expand members' personal and professional networks
- o Provide opportunities to learn new skills and knowledge
- o Provide opportunities to relax and unwind



Strategies and Tactics

- o Arrange fun, social events for members outside of scheduled meetings
- o Have members provide a short bio – publish in newsletter
- o Happy Bucks
- o Recognize individual contributions
- o Learn about each member's career, family, interests
- o Participate in general meetings and events with other Zonta Clubs
- o Participate in events with other local service organizations
- o Encourage members to serve on new committees

