

**Zonta Club of Guelph
Five Year Strategic Plan
2010 – 2014**

MISSION STATEMENT

Zonta International is a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy.

OBJECTS of Zonta International:

- ✓ To improve the legal, political, economic, educational, health and professional status of women at the global and local level through service and advocacy
- ✓ To work for the advancement of understanding, goodwill, and peace through a world fellowship of executives in business and the professions
- ✓ To promote justice and universal respect for human rights and fundamental freedoms
- ✓ To be united internationally to foster high ethical standards, to implement service programs, and to provide mutual support and fellowship for members who serve their communities, their nations, and the world

STRATEGIC OUTCOMES 2010 - 2014

1. Service

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

2. Membership

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

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.

4. Networking and Fellowship for Women

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

STRATEGIC PLANS 2010- 2014

1. Service

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

Objectives

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

Strategies and Tactics

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

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

Strategies and Tactics

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

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

Strategies and Tactics

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

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

Strategies and Tactics

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