



Improving Zonta's Visibility and Credibility – Media, Marketing, Collaboration and Social Media

Area 1 and 3 Meeting
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Welcome

Setting the scene:

1. Zonta International's goals
2. Individual club goals
3. Credibility
4. Target audiences
5. Visibility
6. Collaborations

Practical suggestions

1. Zonta International's goals

- i. Goal 1 of the Strategic Plan: credibility and visibility which is part of the 2012-2014 Biennial Goals
- ii. By concentrating on further increasing our credibility and visibility, we can expect to **increase our membership, successful advocacy** initiatives, and **demand** for our education programs, as well as achieve an increase in **donations** to the Foundation and an associated increase in the funds distribution to our international service and Zonta International Strategies to End Violence Against Women (ZISVAW) projects and education programs
- iii. 2012-2014 Zonta International Foundation fundraising goal is 4,938,000USD

1. ZI Goal 1: Credibility and Visibility

- i. Zonta increases global awareness of its contributions to advancing women's legal, political, economic, educational, health and professional status
- ii. Zonta increases the visibility, globally and locally, of issues that will advance the status of women through Zonta's members, the United Nations (UN) and Council of Europe, other associations, national governments and networks, Zonta's International Service Program ZISVAW and education programs
- iii. Zonta meets its commitment to the UN agencies contracted to deliver the International Service and ZISVAW projects
- iv. Zonta continues to advocate to prevent violence against women, drawing on its membership, networks and ZISVAW projects to increase the visibility of this issue globally and locally
- v. Zonta promotes itself as the organisation of choice for those individuals committed to advancing the status of women through service and advocacy, which embraces Articles 1-16 of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)

My interpretation at the local level:



Credibility and visibility

- ✓ Awareness of Zonta
 - ✓ Visibility of issues
- ✓ Service focus – violence and discrimination

2. Individual club goals

i. Make Zonta a recognised brand associated with advancing the status of women. A recognised brand:

- Draws support:
 - Event attendees
 - Employers
 - Donors
- Attracts members
- Creates influence

i. Increase membership

ii. Retain existing members

iii. Raise funds



3. Credibility

Self development, leadership training, networking with likeminded women, global networks, mentorship, fellowship and personal satisfaction from being part of a global organization focused on issues that impact women.

These reasons together with joining an organization of high profile past and present members makes our organization extremely attractive to belong to, no matter what stage of life a woman is at. This is why many women have chosen Zonta as their organization of choice to join.

Maureen Heine, Governor
District 16 New Zealand

3. When you have credibility ...

- You have trust
 - You attract high profile, quality members
 - Establish a values based platform which governs behaviour and attracts 'like'
 - Build a strong reputation
- + *Zonta clubs are the custodians of a global brand that must be trusted in order to achieve good works*

3. Credibility

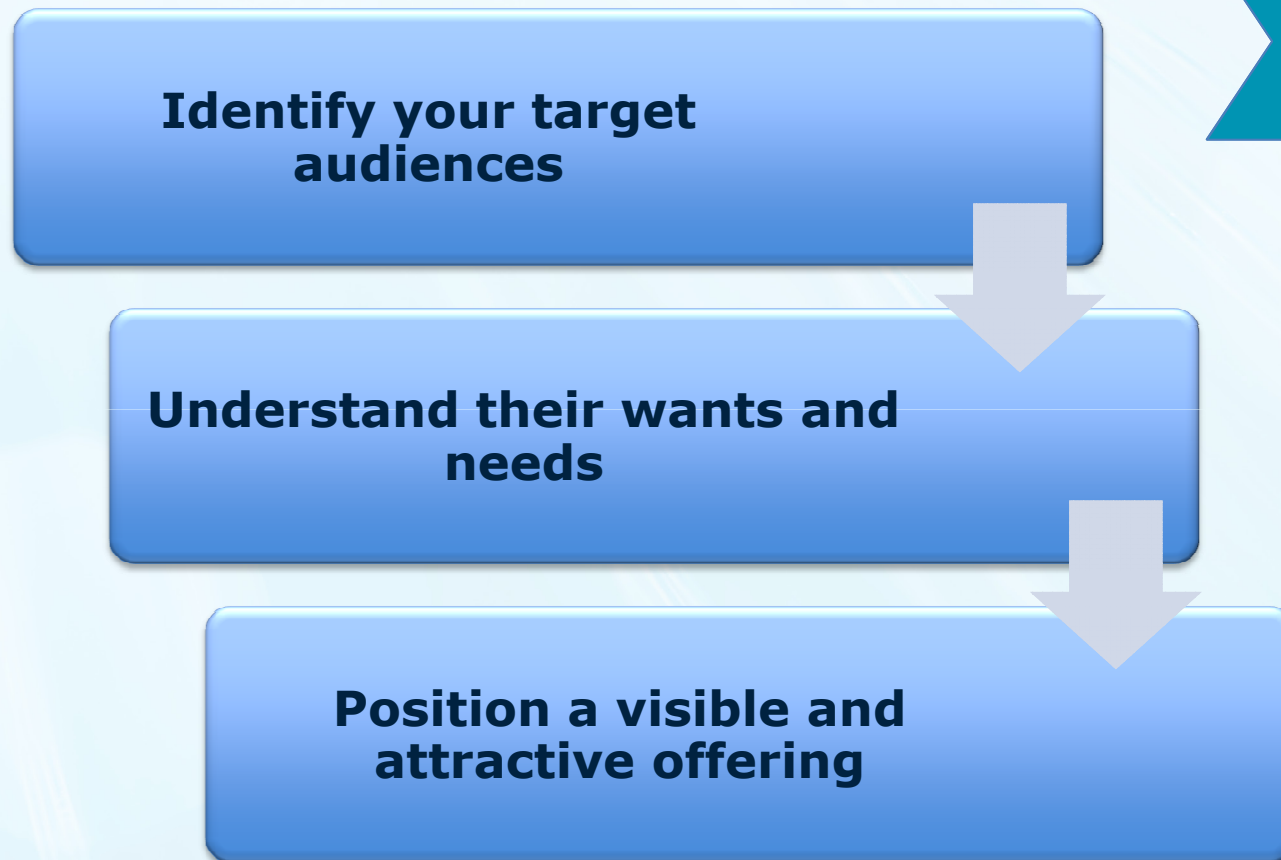
Do we have our house in order?

Trust checklist:

- Do we operate as per the Zonta International framework and guidelines?
- Do we have transparent, fair and quality processes for recruiting and orienting new members?
- Do we effectively keep records – past and present?
- Do we have robust financial management systems?
- How are donations handled?
- Do we show appreciation to our supporters?
- How are decisions made?
- Do our clubs have a fair balance of power?
- Are we operating under ZI objectives or personal ones?
- How are key appointments made?
- Service projects transparency
- Are we ethical in all activities?
- How are service projects selected, promoted and maintained?



4. Target audiences



Your target audiences

Target audiences	How do they find you?	What do they want	What opportunities do you create?	How can you differentiate?	Engagement activities	Frequency
1.						
2.						
3.						
4.						
5.						
6.						

**Balance your strategies in line with:
Time and club skills**

5. Visibility

- i. Online – website, social media, directories and bulletin boards (example Meet Up)
- ii. Newsletters – club and third parties
- iii. Public relations
- iv. Other clubs / organisations – Volunteer Queensland, social clubs, sporting clubs
- v. Speaking
- vi. Events – attending and hosting
- vii. Bursaries
- viii. Pro bono advertising
- ix. Word of mouth
- x. Partnering with large organisations with large databases



Fourth step
in
marketing
planning

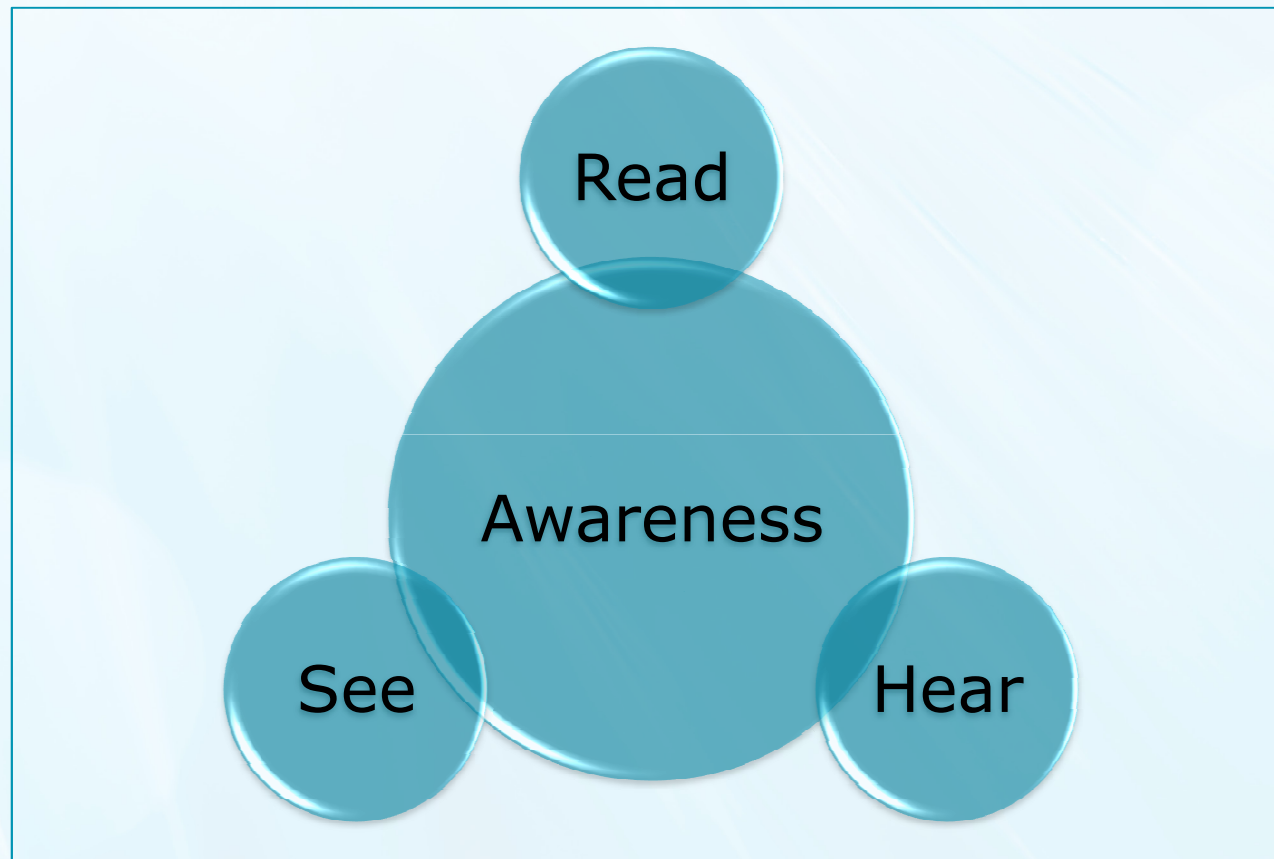
You want to know ...

1. Which ones do I choose?

2. How much do I have to do?

???

Your target audiences:



How many times does your brand need to be in front of your target audiences before they will consider you as an option?

5. Visibility ... choosing activities

Annual

- Set up a web page and social media sites
- Link your web page and social media sites to directories
- Add your major events to “what’s on” guides – councils, local papers, schools, libraries and other professional bodies
- Bursaries

Quarterly

- Send your press release stories to third parties for their newsletters ie. Clubs, networking groups, industry groups (Women in Insurance, Women in Technology etc)
- Speak at industry events
- Attend and host events
- Pro bono advertising

Regularly

- Public relations
- Social media



Fourth step
in
marketing
planning

5. Press releases

- Define the story
- Write a one to two page release
- Send the release to local journalists
- Follow up the journalists by phone
- Send the press release to third parties for use on websites and newsletters
- Post press release on your website and link to social media
- Use in your next newsletter

5. Press releases


6. Collaborations

Linked to the people listed in your target audiences analysis:

- Universities
- Networking groups
- Professional membership bodies
- Organisations

Awareness-raising opportunities:

- i. Joint club activities
- ii. Partnerships with other clubs, organisations – tap into existing marketing activities
- iii. Promotion with service programs



Work
smarter not
harder

In order to attract you need to create a compelling value proposition ...

1. I want / I need it

(How can you make your buyers want or need your products?)

2. No alternative is good enough

(How can you differentiate and show you are the best?)

3. I trust / I believe it

(How can you demonstrate trust and credibility?)

Questions?