



ZONTA  
INTERNATIONAL  
DISTRICT 23  
EMPOWERING WOMEN  
THROUGH SERVICE & ADVOCACY

# What's in your Zonta PR&C Bag?

2021 AREA WORKSHOP  
JO WITTORFF - D23 PR&C CHAIRMAN

- PR & C starts with YOU!
- Zonta International Website
- Zonta Branding
- District 23 Website
- District Directory



## 1. ZONTA PR & COMMUNICATIONS – we can all make a difference!

Zonta PR & Communications is the responsibility of ALL club members.

Zonta at international and district levels works hard to publicise Zonta programs, projects and membership opportunities, but ultimately clubs and their members make the most difference.

Spread good news stories about your club, be enthusiastic about your Zonta membership, pass on information on Zonta's work at an international level. Talk about "WE" and "US" and not "THEY" and "THEM". Inspire other clubs by posting to "Share Your Story" on the ZI website.

Publicise your club events in as many ways as possible, but leave the formal PR&C to your PR committee and be sure to check with your PR&C Committee that flyers and posters are consistent with Zonta Branding. However, informal conversations and information about Zonta activities and events from individual members are excellent ways to promote your club and Zonta International.

Ensure Club banners, club brochures, if you have one, District brochures are prominent at all club events. Personal business cards to distribute to potential members are great PR tools.

Clubs who have **websites** should ensure they are **up to date** and if you have **social media** platforms, **post regularly** - prospective members need to see you are an active club.

## 2. ZONTA INTERNATIONAL WEBSITE

[www.zonta.org](http://www.zonta.org)

If you have not already done so, it is very important to log onto the Zonta International website and get access "**My Zonta**", **which is only accessible to Zonta members**.

To log on you will need your email address and your membership number. Where do you find your membership number? On your subs invoice, the back of your Zontian magazine or ask your treasurer.

This enables you to change your contact details, explore, gain Zonta knowledge, access Leadership Development Tools and see what Zonta is all about.

### WHAT'S ON MY ZONTA?

#### GOVERNANCE

Governing Documents and Bylaws

Biennial Goals

Tools\*\* - tools for all Zonta committees and areas; very useful to get to know what's there.

Manuals

Policies and Guidelines

#### FORMS

#### DIRECTORY

Enables you to keep your personal contact details up to date and look up Zontians all over the world.

#### LEADERSHIP ACCESS – Limited to members of these groups

International Leadership

Membership Team

Foundation Ambassadors

Club Presidents

District Dashboard

#### SHOP – THE ZONTA STORE

### 3. ZONTA BRANDING

Zonta International has recently updated our organisation's branding guidelines as was outlined in our last District Newsflash.

Link to Zonta International Brand Identity Guidelines:

[https://www.zonta.org/images/docs/MyZonta/Tools/PRToolsAndLogos/ZontaInternational\\_BrandIdentityGuidelines\\_FINAL.pdf](https://www.zonta.org/images/docs/MyZonta/Tools/PRToolsAndLogos/ZontaInternational_BrandIdentityGuidelines_FINAL.pdf)

### 4. DISTRICT 23 WEBSITE

[www.zontadistrict23.org.au](http://www.zontadistrict23.org.au)

**Check our district website regularly for district information.**

For example: District Officers, Committees, Resources – e.g., Event and Public Liability forms, Merchandise – badges; District as well as club merchandise, Newsletters, Conference news, District Awards, news of clubs etc.

### 5. DISTRICT DIRECTORY

A **confidential** document that outlines all District and Club Officers, District Chairmen and Coordinators, details on Membership Dues, when club hold their meetings, and much more.

**ALL club members should receive a copy of this.** Everyone used to receive a hard copy of this which was not only costly and soon out of date, but was not environmentally friendly, so now we receive an electronic copy.

A very useful page for Club Secretaries is page 19, Club Reporting Responsibilities. This page outlines which documents should be sent to whom.

*2021 Area Workshop  
Jo Wittorff – D23 PR & C Chairman*