



PR and Communications Awards 2021

The 2021 Public Relations and Communications Awards have been structured to seek nominations of public relations and communications best practice against the current biennial District 23 Strategic Goals 2020-2022.

Club newsletters and use of social media will continue as two further categories.

A new category will focus on innovative strategies / actions a club has used to keep functioning during the COVID-19 lockdown.

District 23 Strategic Goals 2020 – 2022 have been derived from Zonta International's three biennial strategic goals, focusing on:

1. Programs and Projects

Access to education is a key factor in achieving gender equality.

Education and eliminating violence against women are two key elements of our projects funded through the UN agencies.

Zonta's voice is heard locally when clubs participate in advocacy actions.

2. Membership

Membership retention is key, and recruitment of young professionals a focus.

Connection with current education award winners and awardee alumnae.

Current and future leaders are supported through Zonta professional development and mentoring tools.

3. Financial Resources

Donations to the Zonta International Foundation meet or exceed the biennial fundraising goals.

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.

The visibility of Zonta International's Foundation is important for reaching new internal and external donors. The "Zonta Foundation for Women" will focus on our mission.

AWARD ENTRY GUIDELINES

1. Entrants must demonstrate the use of the following materials that have promoted the role of their Club in working towards achieving any of the above CATEGORIES by providing entries such as:
 - Newsletters
 - Flyers
 - Brochures
 - Videos
 - Website postings
 - Social media postings
 - Posters and / banners
 - Media coverage including radio or TV interviews/podcasts, articles
 - Event program content
2. **Closing Date: 16 July 2021.** Entries to cover the two-year period from 1 July 2019 to 30 June 2021.
3. **One entry only per club in each category.** Clubs can enter one or more categories.
4. Entries for each category are to be emailed in PowerPoint® or PDF format including the Zonta club logo. No hard copy entries will be accepted.
5. A description for each category entered should be included in the email which must contain the Category number and an entry description of no more than 100 words. The Award Entry Cover Sheet must be attached to the entry email along with the entry.
6. Email your entry to: Jo Wittorff, District 23 PR and Communications Chairman
jowittorff@gmail.com
7. Based on the entries received, the judges will make a special award – “Public Relations Award for Excellence” to the club which has demonstrated the most concerted and overall professional approach to their public relations effort.
8. Contact for queries: District 23 PR Chairman.

AWARD CATEGORIES

There are 6 Award categories

Categories 1 – 3 are key actions taken directly from the District’s Strategic Goals (SG).

Categories 4 – 5 are examples of Club newsletters and social media.

Awards will be judged on the best use of PR and Communication tools used to achieve Programs and Projects, Membership and Financial Resources, the best Club newsletter and the Club use of social media which highlight the value of Zonta’s work, more generally.

Category 6 is any innovative action or strategy employed during the COVID-19 lockdown that allowed the club to keep functioning.

CATEGORY 1

District 23 Actions – Programs and Projects

1.1 SG Action: Encourage all clubs to participate in the Women in Technology Scholarship.

Entries will need to focus on: Club actions at any level that have continued to promote the second cycle of Zonta’s Women in Technology Pilot Program.

1.2 SG Action: District 23 continues to encourage clubs to participate in both the JMK and the YWPA Awards

Entries will need to focus on: Club participation in both the JMK and the YWPA Awards

1.3 SG Action: Encourage clubs to participate in local activities raising awareness of women’s issues e.g., family and domestic violence abuse including coercive control, child marriage, human trafficking, climate change.

Entries will need to focus on: Club actions at the local level that raise awareness of women’s issues, such as the examples given.

1.4 SG Action: Encourage clubs to participate in the Zonta Says NO to Violence Against Women Campaign and the UN 16 Days of Activism.

Entries will need to focus on: Club actions at any level that have continued to progress the ZSN to Violence initiative and the UN 16 Days of Activism.

1.5 SG Action: Encourage clubs to be involved in at least one of the District Projects

Entries will need to focus on: Club involvement in one of the district projects: Breast Cushions, Birthing Kits or Mental Health First Aid

CATEGORY 2

District 23 Actions - Membership

2.1 SG Action: Develop strategies to improve member retention within clubs

Entries will need to focus on: Club actions to improve member retention.

2.2 SG Action: Seek opportunities to charter new clubs, new Golden Z Clubs and Z Clubs and e-Clubs

<p>Entries will need to focus on: Club actions in seeking opportunities resulting in the chartering of any of the above.</p>
<p>2.3 SG Action: Encourage clubs to hold at least one Awardee event during the biennium.</p> <p>Entries will need to focus on: At least one Club Awardee event held during the biennium.</p>
<p>2.4 SG Action: Develop locally relevant leadership training tools where relevant</p> <p>Entries will need to focus on: Club leaders' participation and use of training tools developed.</p>
<p>CATEGORY 3 Financial Resources</p>
<p>3.1 SG Action: Encourage clubs to donate 1/3 of funds raised to ZI Foundation for Women</p> <p>Entries will need to focus on: Club actions to demonstrate the need to support the Foundation.</p>
<p>3.2 SG Action: Encourage individuals (Zontians and others, clubs and businesses) to donate to the Endowment Fund.</p> <p>Entries will need to focus on: Specific club actions relating to PR and Communications to encourage donations to the Endowment Fund.</p>
<p>3.3 SG Action: All clubs receive a presentation on Zonta Foundation for Women</p> <p>Entries will need to focus on: Club PR&C materials that publicise the 'Zonta Foundation for Women'.</p>
<p>CATEGORY 4 Social Media, Facebook, Twitter and / Instagram or other</p>
<p>Entries will need to focus on: Use of a social media platform as above or other social media platforms, the posting of which specifically focuses on the role and activities of Zonta at a Club, District or International level.</p>
<p>CATEGORY 5 Club Newsletter</p>
<p>Entries will need to focus on: A Club newsletter edition that focuses on Zonta and its role in reducing violence affecting women and girls at a Club, District or International level.</p>
<p>CATEGORY 6 Functioning in a COVID-19 environment</p>
<p>Any innovative Advocacy, Service, Fundraising or Membership action or strategy that allowed the club to keep functioning during the COVID-19 lockdown.</p>