

# The Zontian

*Membership Voice of Zonta International*



2010-2012 Biennial Issue Three July 2011

## 2010-2012 BIENNIUM

*Advancing the Status of Women Worldwide*

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## ZONTA INTERNATIONAL HEADQUARTERS

### Welcome from the Staff

Zonta International Headquarters, located in Oak Brook, Illinois, is a staff of fourteen full-time employees that manages the day-to-day operations of Zonta International and supports the Board of Directors in implementing policies and programs to further the Objects of Zonta International.

Our friendly, capable staff is ready to assist you!

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If you are visiting the Chicago area, we invite you to visit Headquarters. Enjoy a tour of our offices and see artifacts from Zonta's 92-year history. To schedule a visit, please call 630.928.1400 or stop by our offices during regular business hours, Monday through Friday, 8:00 a.m. to 4:00 p.m. CST.



*Zonta International President Dianne Curtis dances at the closing banquet of the District 18 Conference in Accra, Ghana*



*A local woman outside the Isange One Stop Centre in Kigali, Rwanda*

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## PRESIDENT'S MESSAGE



Photo Courtesy Gary Choppe

*Dianne K. Curtis*

UNICEF is achieving real results in Rwanda, and creation of an HIV-Free generation by 2015 is now a reachable goal.

Dear Zontians and Friends of Zonta,

We are now halfway through the 2010–2012 Biennium. It has been an exciting and challenging first year as President of Zonta International, and I am eagerly anticipating what lies ahead for Zonta in the second year of the biennium.

We have made great strides towards achieving our biennial goals over the last 12 months. Thanks to the generosity of our Zonta clubs and individual Zontians, we have already raised more than US\$1 million to support our international service projects and educational awards. We still have a long way to go to reach our goal of raising US\$3,758,000, but I am confident that we can meet and surpass that goal with the participation of each and every Zonta club and individual member.

Our international service and ZISVAW projects are now well underway. I am pleased to share an update on the progress of the Prevention of Mother-to-Child Transmission of HIV project with UNICEF in Rwanda in this issue of *The Zontian*. UNICEF is achieving real results in Rwanda, and creation of an HIV-Free generation by 2015 is now a reachable goal. Read the article on Rwanda for further details about how Zonta is helping Rwanda reach this incredible milestone.

This issue of *The Zontian* also features an interview with Kimberly Boyce-Campbell, the first international recipient of the Young Women in Public Affairs Award.

Membership continues to be a challenge and a high risk for our organization. We set a goal to increase our membership to 33,000 members by the end of the 2010–2012 Biennium. You have asked for transparency, but are you prepared for the truth? At this time, we have a little more than 30,000 members, and we continue to lose members without a corresponding increase in new members. If you are proud to be a Zontian, you will not hesitate to extend an invitation to join Zonta International. I ask the question, “How can we advance the status of women worldwide, when we continue to lose members due to internal strife?” The International Organization, Membership and Classification Committee challenged each club to increase its membership by at least one new member—a very realistic and reachable goal! Thank you to those clubs and Zontians who have responded to this challenge by recruiting one new member, and, in some cases, well beyond the one member minimum requested; however, to reach our goal, we will need each and every Zonta club and Zontian to be actively recruiting new members. It is imperative that we grow our membership if we want to support our mission and sustain our efforts to advance the status of women worldwide.

Those members who recruit two or more new members this biennium will receive a special pin and will be recognized at the 2012 Zonta International Convention in Torino. Please be sure to complete the necessary [forms](#) on the Zonta International [website](#) and submit them to Headquarters for any participating members in your club. In addition to the Membership Incentive Program, clubs will also have the opportunity to self-evaluate their club's activities to make sure that the club's activities are in line with Zonta's mission and our biennial goals. This [Club Achievement Checklist](#), which I first discussed in the July 2010 program issue of *The Zontian* magazine, is now available on the Zonta International website. This form is not mandatory; however, clubs are encouraged to participate and submit their results to Zonta International Headquarters. Clubs



*Zonta International President Dianne Curtis and others look at photos of renovations to the health center during their trip to the Zonta Ghana Anaemia Project (ZGAPP)*

*Continued on page 4...*



*Zontians gathered during a trip to Amanokrom, Akuapem*

*...Continued from page 3*

## PRESIDENT'S MESSAGE

who participate and answer YES to the minimum amount of questions indicated on the form will be recognized at the 2012 Convention in Torino.

Participating in club, district and international Zonta activities and events is essential to truly experience the fellowship that is so unique to Zonta. I hope that many of you plan to attend your district conference this year or attended your conference if it has already taken place. District conferences are a wonderful opportunity to enjoy the fellowship of Zonta International and to learn from the expertise and experience of your fellow members. I had the privilege of attending the District 18 Conference in Ghana in April. You can read more about my experiences at the District 18 Conference and see photos from my trip. Unfortunately, I cannot be present at every district conference; however, a member of the Zonta International Board will be in attendance at each conference, and I look forward to hearing more about efforts within each district to advance the status of women.

Dianne K. Curtis  
*Zonta International President*  
*Zonta International Foundation President*

## GOING GREEN?

Beginning with this issue of *The Zontian* magazine, all members will have the option to choose whether they would like to receive the magazine in its current, printed format or if they would prefer to read it online in its new digital format. An email will be sent when the latest issue is available online.

To be removed from our print distribution list, email [pr@zonta.org](mailto:pr@zonta.org) and include your name, club name and preferred email address.

Please note that we will continue printing and mailing *The Zontian* magazine to those members who wish to continue receiving a printed copy. You do not need to take any action to remain on the distribution list for the printed magazine.

Participating in club, district and international Zonta activities and events is essential to truly experience the fellowship that is so unique to Zonta.







## EXPERIENCE OF A LIFETIME: Zonta International President Dianne Curtis' Trip to Ghana



*Zonta International President Dianne Curtis shows her thanks after receiving a gift during her trip*

*(above) Zontians, including Zonta International President Dianne Curtis and District 18 Governor Stella Bentsi-Enchill, being interviewed by local Ghana press*

On 25 April, I embarked on a journey to Accra, Ghana for the 20th District 18 conference. I had the opportunity to not only attend the District 18 conference but was also lucky enough to have an audience with the President of Ghana, John Evans Atta Mills and visit a program that clubs in District 18 contribute to and work on. The experience was one I will not soon forget.

On Monday, 25 April I was greeted warmly in Accra, not just by the warm, humid weather, but by District 18 Zontians, whose hospitality was overwhelming throughout my trip. The activities and excitement of my trip began Tuesday, 26 April with an audience with President Mills. The meeting drew press attention, television and newspapers, a great recognition and promotion of Zonta International. What an honor to meet the President of Ghana and have the opportunity to sit next to him and engage in conversation about our mission. Both District 18 Governor Stella Bentsi-Enchill and I were interviewed by local newspapers and television stations following the meeting with President Mills. There were about eight Zontians present for this unique opportunity to meet the President.

I was also fortunate enough, as part of the District 18 conference, to visit a program that the Zonta Clubs of Accra in District 18 support. I spent Wednesday in Prampram at the Zonta Ghana Anaemia Prevention Project (ZGAPP). The project was started in 2006 with the goal of reducing the incidence of anaemia among

*Continued on page 6...*



The project is doing more than just help women and children; it is also helping gain recognition for Zonta International. It is inspiring to see these communities and how much these local Zonta clubs are making a difference.

*Zonta International President  
Dianne Curtis' audience with President of  
Ghana, John Evans Atta Mills*

school children and pregnant women in the Dangbe West District, Greater Accra, Ghana. The program for the day included various speakers, including a welcome address by District Director of Medical Services, Dangbe West, Dr. Evelyn Ansaah, the Project Coordinator, as well as District 18 Governor Bentsi-Enchill. I also had the opportunity to speak at the event and share my remarks with the group.

The program is successful thanks to the hard work of the members as well as the support of other organizations. District 18 has found that strong partnerships have very much contributed to the achievements of the program. The Zonta clubs of Accra, Tema, Accra II and Metropolitan participate in and support the program. ZGAPP focuses on the treatment of anaemia, but also encourages proper nutrition of mother and child. Products are handed out to support both of these, helping to make a difference in individuals' quality of life. Supplements distributed include folic acid, iron multivitamins and de-wormers to curb anaemia.

During the program I was also given an opportunity to tour the maternal and child health center facility where the products donated are used and implemented. I was also able to take a look at what the health center used to look like before Zontians' support helped improve the facility with extensive renovations. The Zonta presence in this project is definitely clear, from signs recognizing the support of Zonta, to table clothes and curtains displaying the Zonta logo. The project is doing more than just helping women and children; it is also helping gain recognition for Zonta International. It is inspiring to see these communities and how much these local Zonta clubs are making a difference.

The week continued with District 18 conference activities. The theme of the conference was "Relate, Empower, Advocate and Liberate" and began with televised opening remarks by Ghana's First Lady, Ernestina Naadu Mills. This was a unique and exceptional way to start the regular sessions of the conference. Being present in Ghana during the conference allowed me to be an active participant in business sessions, special events, and workshops and allowed me to be witness to the Zonta fellowship in this district.

Regular business sessions were held and included committee reports, elections, workshops, etc. Friday, there was a presentation with the topic, "The Changing Roles of Women and Girls in the 21st Century—Opportunities and Challenges,"





*Zonta International President Dianne Curtis receiving a gift from the chief during her trip to Amanokrom, Akuapem*

*(below left) Guests at the District 18 Conference trip to Amanokrom, Akuapem*

*(below right) District 18 Governor Stella Bentsi-Enchill during the first business session of the District 18 Conference*

which allowed discussion of human trafficking, women in business and finance and Z and Golden Z Clubs. After the presentation, attendees broke into groups in each of these three topics, facilitated by a district Zontian.

Attending the conference also gave me the opportunity to give a presentation to update the district on the progress made to date toward Zonta International's goals for the 2010–2012 Biennium. It was also an opportunity to highlight areas Zonta International would like to focus on going forward and explore the successes and challenges of District 18 and help guide them as they move forward as a district. The final day included a closing banquet and formal dinner dance, as well as a raffle draw and fashion show. What a wonderful and fun way to end an informational and inspiring conference.

As I reflect upon my journey to Africa and my participation in the District 18 conference, I am filled with a renewed sense of hope and inspiration for the continued success of Zonta International and Zonta clubs all over the world. I am humbled by the display of Zonta fellowship that I witnessed. I would like to thank all of the Zontians who took care to make my trip smooth and successful, including the extra care of District 18 Governor Stella Bentsi-Enchill. It was truly a once in a lifetime experience that I will never forget and hope that the District 18 Zontians won't soon forget either. ■





# Zonta International Supports Creation of HIV-Free Generation in Rwanda by 2015

# 2015

Rwanda, while still feeling the effects of the 1994 genocide, has made great strides in becoming an emerging democracy in Africa. The country is working toward achieving many of the Millennium Development and national goals and has already seen positive results, including an increase in enrollment of girls and boys in school, a reduction of child mortality and the election of the highest number of women to parliament (56%). However, there are still challenges hindering its success: half of the country's 10.4 million population are children, 220,000 of whom are orphans due to AIDS and 100,000 live in child-headed households; a majority of the population rely on farming and live in rural areas, but Rwanda has the highest population density in Africa without the land for cultivation; and it is still one of the poorest countries in the world. Despite these struggles, the country is still on track to meet the Millennium Development Goals for improved child survival. Infant mortality in Rwanda has decreased from 107 deaths for every 1,000 live births in 2000 to 62 in 2007/8 (RDHS 2007), three-fourths of the population now lives within five kilometers of a health

center and more than 80 percent of all children under one year of age are fully immunized.

Although many improvements have been made, the HIV/AIDS epidemic in Rwanda remains evident. According to a UNICEF report, the adult HIV prevalence rate in the general population is estimated at 3.0% and at 4.3% among pregnant women. Specifically in Kigali, HIV prevalence is 11.5% among pregnant women and 16.8% among pregnant women aged 15–19. In 2009, 169,200 people were living with HIV including 22,200 children (0–14) [Source: EPP/Spectrum national estimates, 2010] with more than 90% resulting from maternal to child transmission of the infection. The transmission of HIV from mother to child occurs during pregnancy, labor and delivery or through breast milk. It is important that health services for pregnant women, their partners and HIV exposed children increase. Health facilities providing PMTCT services have increased by approximately 40% since 2005, serving more women than ever, providing them with the treatment they need to help prevent their unborn children from contracting HIV/AIDS, helping break the cycle.

Along with the HIV/AIDS epidemic, prevalence of domestic and gender based violence in Rwanda remains a concern. The most common Child, Domestic and Gender-Based Violence (CDGBV) crime is child sexual abuse. A UNICEF report cites a selection of cases from police records in 2010: 324 cases of rape, 1654 cases of child sexual abuse, 549 cases of hitting and injuring, 35 cases of hitting resulting in death, 21 cases of family abandonment and irresponsibility

in regards to children, 20 cases of inhumane punishment of children, 26 cases of child abandonment and 22 cases of stealing a child. While these statistics are alarming, the Rwandan Government has shown dedication to achieving gender equality, including a specific law on Gender-Based Violence (GBV), a draft GBV policy, a law on the protection of children against violence and practical measures which include, but are not limited to, gender desks set up at police stations to provide rapid response, a toll free telephone number for reporting, police officers trained to follow-up with GBV and campaigns on child rights and protection against gender based violence.

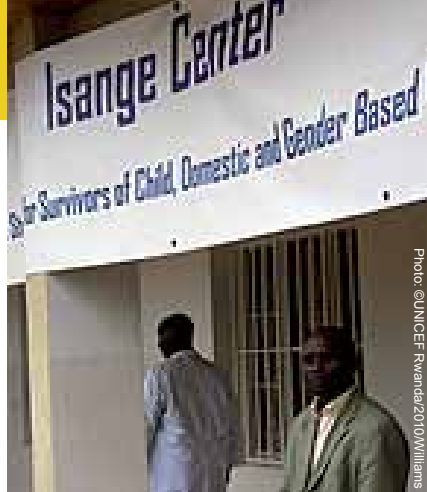
In 2009, a pilot "One Stop Center" was opened in Kacyiru hospital in Kigali, supported by UN Women, UNFPA, UNICEF and Zonta International, and offers medical, legal and psycho-social services to survivors of violence at no cost. Another pilot center was opened in 2010 in Rusizi District. The need for these centers increases as more survivors in surrounding communities learn about the centers and have a desire to seek help.

The Government of Rwanda is aiming to eliminate mother to child transmission of HIV/AIDS by 2015 and, with support from Zonta International, UNICEF is taking steps toward making this goal a reality. Remarkable progress has already been made over the past years in services for pregnant women, their male partners and HIV-exposed children. Zonta International's support for UNICEF's Prevention of Mother to Child Transmission (PMTCT) of HIV/AIDS and the Prevention of Gender-Based Violence in Rwanda started in 2008. To date, Zonta International's



*Zonta International-Sponsored  
Health Clinic in Rwanda*





*Dr Oreste Tuganeyezu outside the Isange One Stop Centre in Kigali, Rwanda.*

contributions have supported UNICEF's research and evidence generation for the program and design of the model program for PMTCT. The organization's support has also aided UNICEF's PMTCT services in 20 sites, reaching 7,888 pregnant women with HIV counseling and testing and 333 (4.2%) HIV+ pregnant women with more effective antiretroviral (ARV) regimens. Early infant diagnosis services have also been provided to 187 exposed children at 6 weeks of age, 2% of which tested HIV positive and were linked to care and treatment. UNICEF has also supported the PMTCT family package approach in 7 sites, which provides emotional support and introduction of income generating activities for pregnant women and their male partners. A total of 79 women and their partners were enrolled in support groups during the reporting period in these sites. Zonta International's support also contributed to the planning and continued standardization of care at a pilot One Stop Center for gender based violence in Kacyiru hospital in Kigali.

Zonta International is hopeful about the very real goal of elimination of mother to child transmission of HIV/AIDS by 2015 and the ongoing support of prevention of Gender-Based Violence in Rwanda. It is apparent that Zonta International members' support for its programs truly can make a difference. You can make a donation to the International Service Fund and help Zonta increase these programs and see the first HIV-free generation in Rwanda by 2015. Donations can be made online at [www.zonta.org](http://www.zonta.org). ■

# In Rwanda, Centre Provides a Refuge for Victims of Domestic Violence

BY ALEXANDRA WILLIAMS

## KIGALI, Rwanda, 15 February 2011

—For 17 years Mary was married to a man who emotionally and physically abused her. She first came to the Isange One Stop Centre in October of 2009, after having been recently beaten by her husband and left with a badly broken arm. At the time, she was so traumatized she could not speak, but now at 32, buoyed by the love of her four children and essential support from the centre, she is doing decidedly better.

Set up in July 2009 by UNICEF, UNIFEM, UNFPA and other partners, the Isange One Stop Centre—which means “Feel welcome” in Kinyarwanda—provides free services for survivors of child domestic abuse and gender-based violence (GBV). The centre operates a free telephone hotline for help, protection from further violence, investigation of crimes, medical and psycho-social care as well as support and collection of forensic evidence.

“My unemployed husband used to torture me—and after I left, he sought me out to tell me he was going to kill me,” recalls Mary. “He did the same to my children. Mental abuse was frequent in our marriage; he told me I was useless and no longer capable of anything let alone holding down a job. I am distressed that my twelve-year-old son may have picked up ugly traits from my husband and he will abuse his wife one day.”

## VICTIMS OF SEXUAL ABUSE

Dr. Oreste Tuganeyezu is one of the doctors at Isange who helped treat Mary.

“I have worked with many sad cases,” he says. “I find it difficult to sleep at night when I think about a two-year-old girl who was raped. The family brought the child to our centre recently. I found the child's insides destroyed, medically she was suffering a fistula—where the urinary tract had been squashed, as well as infection.”

According to one survey, one-third of all women in Rwanda report experiencing violence since the age of fifteen.

## CHALLENGES REMAIN

While the country is putting in place a system to protect children and women from all forms of violence, including recently passing a GBV law, setting up gender desks at police stations around the country and looking to replicate the One-Stop Centre remains a challenge. “The UN is very committed to supporting the Government of Rwanda to set up mechanisms to both prevent and address violence,” explains Francesca Morandini, Chief of Child Protection with UNICEF Rwanda.

“Isange has been very well received and its case load is increasing by the day, which means more and more women are hearing about it and feel comfortable to come forward.”

“Thanks to the Isange One Stop Centre, women like me have doctors and psychologists who can sit for a long time to talk women about their abuse—physical and mental,” recounts Mary. “I thank God for this every day. The centre has provided me with hope—and a place to start recovering—without it I would have nothing...not even a life worth living.”

## RESTORING SELF-CONFIDENCE

With support from Isange, Mary is seeking a divorce and seeing a counsellor to restore her self-confidence so that she can start living again and providing for her children.

“It is not always possible for us to stop the origin of abuse,” explains Dr Oreste, “but in Mary's case, our staff tracked down her husband. He refused to attend counselling—although the son is now getting treatment. For many women and children who have suffered—even obtaining a small bus fare to come to the Isange Centre—is an enormous challenge. But if women like Mary feel welcome, it means we are doing something good.” ■



# Young Women in Public Affairs (YWPA) Award



*Kim Boyce-Campbell*  
*(above) Kim Boyce-Campbell filming*

Tremendous progress has been made in the last century to increase opportunities for women; however there is still a wide gap between men and women in public service roles. The goal of the Zonta International [Young Women in Public Affairs \(YWPA\) Program](#) is to encourage more young women to participate in public affairs by recognizing a commitment to the volunteer sector, evidence of volunteer leadership achievements and a dedication to the advancement of the status of women. The award is given to pre-university or pre-college students (age 16–19) living or studying in a Zonta district/region at the time of application. Awards are given at the club, district and international levels.

“Youth is the engine of the world!”

In order for more women to be represented in key decision making positions worldwide, we must encourage young women to pursue careers or seek leadership positions in public policy making, government and volunteer organizations and further their education with these aims in view. Since the Award's inception, Zonta has given 565 awards to 503 young women from 49 countries. With your support, Zonta can continue to provide young women with the opportunity to change their communities, cities and the entire world.

Kim Boyce-Campbell, the first recipient of the YWPA Award, shared some reflections on how the award influenced her life and gave some advice for young women who have similar goals to those she had 20 years ago.

**You were the first recipient of the International Young Women in Public Affairs (YWPA) Award 20 years ago. What did the Award mean to you at the time?**

At the time, I was doing a GAP year in the UK working in a boarding school.

*Continued on page 13...*





# Donation Form

Advancing the Status of Women Worldwide

To ensure credit for your contribution, **please complete and return this document, along with your payment**, according to the instructions for the payment option you select.



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This contribution is made by (please check one):

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**Please note:** If there is more than one donor, please attach a list of donors and the amount contributed by each, or submit a separate form for each donor.

## 2. Designation

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| Zonta International Strategies to End Violence Against Women (ZISVAW) Fund | US\$      |
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| Young Women in Public Affairs Award (YWPA) Fund                            | US\$      |
| Rose Fund, the Foundation Annual Operating and Program Support Fund        | US\$      |
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**The Foundation offers several options for payment of your contribution. Please read the following and select your option.** Please make note of the instructions for each form of payment.

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Please charge my  Visa®  MasterCard® in the amount of US\$ \_\_\_\_\_

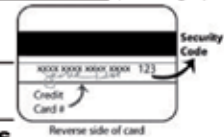
*We are pleased to offer you the option of making your gift with your Visa® or MasterCard® credit card. Due to the administrative costs associated with such transactions, we ask that you consider a minimum credit card gift of US\$20. Thank you.*

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Send this form to: **Zonta International Foundation, ATTN: Contributions**  
**1211 West 22<sup>nd</sup> Street, Suite 900**  
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**All SWIFT/International Wire Transfers must be sent to: Bank of America, Chicago, IL SWIFT Address BOFAUS3N, for credit to the Zonta International Foundation, Account # 5800267964, ABA # 0260-0959-3. On the day of your wire transfer, send a copy of the wire transfer confirmation by:**

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**Fax:** 630-928-1559 or

**Mail:** **Zonta International Foundation, ATTN: Contributions**  
**1211 West 22<sup>nd</sup> Street, Suite 900**  
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## YWPA AWARD

While it was a lot of fun, I wasn't expanding my horizons a lot folding socks and underpants! With the award, I was able to travel to Bangladesh and spend a few months working in a school in Dhaka as a volunteer teacher. That experience was life-changing.

**You received the Award as a student in recognition of your "participation in school and community activities, international awareness and your vision for the future of the status of women." How have you continued your volunteerism and community involvement since receiving the Award and now in your professional life?**

Volunteerism has continued to be a big part of my life, and I am passionate about building community. I volunteer

*"We all need to know our worth and significance as individuals, and to feel part of something greater than ourselves."*

mostly through church organizations and last year started a group called 'Project 58' which both develops projects and partners with other organizations to meet the needs of the poor in our local community of Wellington. Through my work with Vertical Studios, I use my filmmaking skills to support the work of various NGOs and voluntary organizations, both in New Zealand and internationally. I am especially passionate about telling the stories of those who are working towards a more just and caring society for all. Stories are so powerful.

I am just about to head to Christchurch for a stint of shooting for a documentary in the wake of February's earthquake that so devastated the city. We are looking at the ways walls have been broken down (literally and figuratively) allowing and sometimes forcing people to get to know their neighbors and reach out to those around them. I am particularly fascinated because for

the last couple of years I have been on a journey of finding out what it means to 'love your neighbor'. This has been in both a literal sense—building friendships beyond superficial level with the people in my street—and in a wider sense of understanding what it means to live in a global community. Basically, we are all in this together.

**On your original Award application, you were asked what your vision was for the status of women around the world in 2000. You wrote that you "dreamed of a future in which women are valued as equals, encouraged to make their own decisions in a just and secure world, limited only by their own dreams and goals." How has your vision for the status of women changed over the last 20 years?**

I don't think too much has changed, to tell the truth! I do believe that women

are the key to transforming society, because transformation begins at community level and it is women who naturally excel at building community through relationships, one-on-one. The main thing that has changed for me is my own understanding of how this happens—mostly through the advent of having two little girls of my own.

**What do you think are the greatest challenges facing women today?**

I think that identity is the key for both men and women. We have come through so much change over the last couple of decades, and everywhere I see people struggling to know who they are and where they fit. We all need to know our worth and significance as individuals and to feel part of something greater than ourselves.

When I look at my own girls and see the world they are slowly finding their feet in, I am naturally concerned about how fast girls in western society

are expected to grow up. I worry about who will influence them and the choices they will make. But I think it is important to hold on to the belief that they are on this planet for a reason, they have a positive role to play, and they don't have to be materialistic, over-sexualized, self-centered, shallow and misdirected in the way that societal norms seem to want to push them. It is my job, as a mother and as a mentor to other young women, to show a different way of being – to know who I am and what I stand for.

**The Young Women in Public Affairs Award program recognizes young women for their demonstrated leadership skills and commitment to public service and civic causes and encourages them to continue their participation in public and political life. What advice do you have for today's young women who are considering getting involved in public service and civic causes?**

Of course I would say, "Go for it!" Don't let anyone look down on you because you are young! This is a unique time in your life when you can throw your time and energy and passion into something in a way you can't necessarily when you are older.

**Why do you think Zonta's Young Women in Public Affairs Award program is relevant and worthwhile for today's young women?**

To quote a certain Jewish rapper, "youth is the engine of the world!" Change is led by the younger generation. This award is a wonderful encouragement to those young women who are seeking to make the world a better place, and believing that a better world is possible. In a post-feminist world, it is great to recognize the importance of women in societal change. The award is a wonderful endorsement to each young woman who receives it, and creates ripples well beyond what any of us could imagine. ■



# Find Inspiration!

## *Club Strategies for Recruiting and Retaining Members*

EMPHASIS ON MEMBERSHIP DURING THE 2010–2012 BIENNIUM IS HIGH, AND INCREASING MEMBERSHIP CONTINUES TO BE A CHALLENGE AND A HIGH RISK. IN THIS ARTICLE, YOU WILL FIND STORIES FROM CLUBS WHO HAVE FOUND SUCCESSFUL METHODS OF MEMBER RECRUITMENT AND RETENTION. THEY ARE NOT ONLY EXAMPLES OF EFFECTIVE MEMBERSHIP RECRUITMENT AND RETENTION BUT ALSO EXEMPLIFY THE SHARING SPIRIT OF THE ORGANIZATION, GIVING FELLOW MEMBERS IDEAS FOR SIMILAR EFFORTS, ALL WORKING TOWARD THE MAIN GOAL OF INCREASING MEMBERSHIP TO OUR GOAL OF 33,000 MEMBERS BY THE END OF THE BIENNIUM, AND EXPANDING OUR INTERNATIONAL REACH.

### **Zonta Club of York County District 1**

The Zonta Club of York County has recruited two new members this year and has one more member who is committed to joining. The first new member recruited, Bonnie Gagnon, was a guest speaker at a club meeting. The second member, Michele Dussault, was a returning member. Current member, Priscilla Nolette, invited Michele to a meeting; and after the warm reception she received from the club, Michele decided to join again. Both Bonnie and Michele have been active members of the club since joining.

One of the goals of the club this biennium is to grow. To that end, they are continuing to talk to businesswomen in the community (most recently via the local Chambers of Commerce). Local papers are printing the club's news releases, and the women who work on the papers have been invited to meetings. The club has also reached out to female heads of the local food pantries that benefit from club fundraising, as well as librarians from the local libraries, to invite them to attend club meetings.

On Rose Day (International Women's Day), a member handed out yellow





*Zonta Club of Nogales group installation. New Members (holding yellow roses) and sponsoring Zontians in the picture from left to right are: Nanci Pottinger, Emily Wilson, Lee Ann Ayers, Carolyn Wemlinger, Pat Trulock, Samantha Rackikas, Karla Kennedy, Liz Collier, Carrie Pottinger, Janet Annette.*

roses with her business card and information about Zonta to eight women in the Portland area. One woman—an HR director for a local company—revealed that she was a member of a Z Club in Arizona while attending school and received a scholarship. The club hopes to have her speak at a meeting in the future. Another woman—a client of a member—expressed an interest in joining after hearing about the international service projects. She was excited to get on the website to see what the organization is all about and will attend a meeting in the future.

## **Zonta Club of Utica District 2**

The Zonta Club of Utica believes that membership is the responsibility of all its members; and, thanks to the efforts of its current members and the club's membership committee, the club has been very successful in recruiting new members during the last few years.

Through discussion and collaboration, the membership committee, under the leadership of Nancy Lombard, has successfully:

- Conducted a survey of club members to see how the club could be improved. Results from the

survey provided valuable feedback to help retain members.

- Added a membership table to the annual club brunch fundraiser.
- Invited the chair of the public relations committee to a meeting so they could work together.
- Started sending Zonta "Thinking of You" cards to members who miss membership meetings. Two club members that had not been seen in a while came to a monthly meeting carrying a card and commented about how wonderful they felt to receive it.
- Instituted "March is Membership Madness Month" when each member is handed two applications, two stamped envelopes and information about Zonta to give to two friends. Every March, the membership chairman receives at least four applications as a result.
- Formalized the club induction ceremony.
- Discussed articles about membership from the website.
- Suggested putting new members on committees with their sponsors.
- Held their first annual Zonta Social in the fall, resulting in five new members, and are planning one for next fall.

- Updated the information in their club brochure and added color photos.
- Put Zonta information (including an application) in gift bags given to speakers.
- Made a tri-fold board about the club to display at functions.

No one thing has made the club grow, but all of them collectively have helped. The club's long-term goal was to maintain 50 members, and currently the club roster is at 46. Ten new members were due to be inducted in May, and the club was still hoping to reach its goal of 12 before then. Membership chairperson Nancy Lombard feels that along with the important mission of Zonta, a positive attitude, perseverance and the support of the membership committee and all the members of the Zonta Club of Utica is what is making them grow and stay alive!

## **Zonta Club of Hamilton I District 4**

The Zonta Club of Hamilton I was established in 1928 and currently has approximately 50 members. Every year, the club's membership grows by 8–10%. The club has been successful in both member recruitment and

*Continued on page 16...*

retention because of enthusiasm and effective communication.

The club's website has been effective in member recruitment because it is easy to use and is monitored regularly, helping them gain three new members last year. Members also worked hard to increase the club's profile in the community by participating in service events, partnering with like-minded organizations and utilizing social media, television and newspaper publicity. The pride and enthusiasm of existing members for the club has also led them to refer the club to friends and associates. Furthermore, the club makes membership a constant priority by making it a part of every meeting and transparently discussing successes, strategies and challenges with current members.

The club has also been able to successfully retain new members through clear and open communication. The membership chair meets with every prospective member before joining to discuss the benefits of membership, as well as the financial and time commitments required. The club also encourages prospective members to attend at least one dinner meeting before joining to let them experience what being a part of the club is like. Once a new member has joined, she is matched with a mentor and placed on a committee she will find engaging and rewarding. The club also encourages a sense of community amongst all club members through consistent efforts to remain in communication and resolve any questions or concerns.

The Zonta Club of Hamilton I hopes other Zontians find their success strategies helpful in recruiting and retaining members in their own clubs!

## Zonta Club of Cincinnati District 5

Zonta Club of Cincinnati President Glenda Carota and the OMC committee have set a goal of recruiting 12 members during the 2010–2012 Biennium. The club is having a record year for recruitment in 2011 with four new members being installed at their May meeting and attributes their success to a newly streamlined recruiting process.

After much analysis of the club's processes and input from members, the club began by building a strong foundation within their OMC committee, reorganizing the committee structure with a chair and a vice chair to ensure continuity. After reviewing the club's membership recruitment process and discovering that there were no bylaws in place defining the process, the club refined the process, documented it within the bylaws and posted it on the club's intranet as a reference tool for membership and future OMC committee members. During the recruitment process, the club keeps prospective members interested and engaged by inviting them to membership meetings and letting them volunteer on committees that may pique their interest.

Recruitment strategies:

- Road shows – present information about Zonta to other organizations with similar goals.
- All Zonta members are recruiters—it is members' pleasure and responsibility to talk about Zonta's mission, invite people to meetings and work on building relationships and friendships.
- Place prospective member referral forms and club brochures on the registration table at membership meetings.
- Members should always carry Zonta business cards to hand out whenever appropriate (business card template is provided on club intranet).
- Zonta fun facts are listed on membership meeting announcements, and the correct answer is announced at meetings.
- A short Zonta 101 history is presented membership meetings.
- Review non-active members to determine why they left the club and try to adopt changes if feasible.
- Audit current classifications to determine areas where members are needed for targeted recruiting.

Mentors are assigned to new members to help them learn about Zonta and to introduce them to other club members to ensure membership retention. New members are also immediately

assigned to a committee upon installation to get them involved in club activities to retain their interest.

President Glenda commented, "Our OMC co-chairs (Dr. Mary Clare Hill and Donna Seitz) have done an outstanding job in keeping committee members accountable in achieving our goals and tasks as outlined in our recruitment plan. A growing club is a healthy club!"

The Zonta Club of Cincinnati is on target to meet their goal!

## Zonta Club of Columbus District 6

The Zonta Club of Columbus is very proud of its goal of 16 new members for the 2010–2012 Biennium. Eleven new members have joined thus far. In addition to focusing on recruitment and retention, the club's membership committee has also focused on locating qualified younger members and those with "new" classifications. They developed a "Wanted List" of Zonta classifications to recruit. Once the club had some younger members, they realized that younger members attract other younger members. The club has also set a priority to identify and mentor newer members for leadership positions. Younger leadership will help revitalize an aging club.

As the club studied retention issues, they determined that the "red alert" signs are lack of participation and attendance. When a member joins, a sponsor and hostess are assigned to ensure that there is a network of support. The membership committee and sponsors are charged with checking on active participation and attendance at meetings and events. Another retention problem is that some eager and energetic members are attracted to Zonta's social aspects and do not understand the time and financial requirements. The club holds quarterly orientations before the prospective members join to provide information about requirements and participation.

The club is also focused on increasing communication for all its members. Member information and opportunities to serve and participate are shared via the club's monthly newsletter, The Zontagram. The new club website





*New members of the Zonta Club of Columbus pose after a recent induction ceremony*

highlights Zonta's mission, service and advocacy and serves as a resource to recruit new members.

All members of the club have benefitted from the increased emphasis on fellowship within the club, and members are encouraged to attend Zonta conferences and conventions. Fellowship is vital, especially as the club grows.

The Club also strengthens relationships with emeriti members and long-term members. The membership committee sends cards and letters and calls members who built the club's foundation; and, every five years, the club updates a heritage booklet that highlights and honors members and accomplishments since the club's founding in 1929.

Membership is far more than numbers. It is relationships, networking, mentoring, communication, fellowship, service and advocacy. It is older members learning from new members and new members learning from older members. That is what Zonta membership is about.

### **Zonta Club of Mankato District 7**

The OMC committee has been creatively introducing new ideas for the Zonta Club of Mankato. The one they are most proud of is the Zister program. Since the club's mentor program focused solely on new members, the club wanted to implement a program that would focus on the retention of all members, new and old. Every club member was paired up with a Zister that was drawn at random. Throughout the year, Zontians were encouraged to be in contact with their Zister outside of meetings, programs and Zonta events. For the 2011–2012 year, they are going to choose new Zisters and have asked Zontians to list three people they would like to get to know better and strengthen their comfort level with each other. There has been a great response to this new program.

The OMC committee has also worked diligently to compile and keep a list of potential members. Each month, the OMC committee sends an email to potential members, reminding them of upcoming business meetings, program meetings and service projects. This year, the club decided to try this tactic

instead of holding a meet and greet. Everyone was very responsive to the emails and appreciated the updates, and the six new members they have gained this year are proof that this was an effective approach. They have also compiled a list of past members with the intent of contacting them again.

Retention is also very important and is one of the club's main goals. Although they lost three members this year, they are very excited that they gained six new members with two more members to be installed in June 2011. Their accepting attitude and focus on the Zonta mission has made these new members feel welcome, involved and happy with their membership. The club's goal is to have 30 members by July 2012, and they are ending the year with 29 members! The club's enthusiasm and belief in Zonta International is soaring high, and they are confident they will meet and exceed their goal for 2012.

### **Zonta Club of Nogales District 9**

The Zonta Club of Nogales meets two times a month for lunch meetings for exactly one hour. In order to give existing members a chance to visit in a more relaxed atmosphere and get

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*A member of the Zonta Club of Utica sets up a table at an event to share information with prospective members*

to know each other, as well as invite new members to a special event, the club wanted to try something new. The membership committee coordinated their first “Harvest Happy Hour” which was graciously and generously hosted by Zontian, Robin Lucky.

Their goal for the event was to not only provide the opportunity for fellowship and socialization between existing members, but to ask all Zontians to bring at least one guest who may be interested in joining Zonta. They had an amazing turnout of Zontians and guests. As a result of Harvest Happy Hour, five new members were installed on November 7, 2010. Since then, they have added two additional new members for a total membership growth of seven for this fiscal year. The club plans to make the Harvest Happy Hour an annual event.

### **Zonta Club of the Black Hills District 12**

Mary Helland, 2010–2011 Membership Chairman of the Zonta Club of the Black Hills, held her first membership mixer when she took over the membership committee a year and a half ago. Although the event was a lot of fun, it resulted in no new members, and the

club was struggling with 20 out of 35 members showing up at the clubs bi-monthly meetings.

Mary believes the club was able to turn their membership around for two reasons. First, the club changed their meetings to once a month combined business and program meetings to help women who found the twice a month meetings to be too much of a time commitment. Second, the club really pushed for new members and discussed membership at every meeting.

In November, they held a new member mixer and got additional members through that event and through word of mouth among members. They posed the question, “If you are a member of Zonta, why aren’t you asking your professional friends to join the club too?” The club’s next mixer was held in May, and they hope to have three mixers each year.

Beginning last September, Mary also began the First Friday Lunch for new members. The purpose of this informal lunch is twofold: to socialize so new members get to know each other better and to give short lessons about Zonta. There is a lot to learn about Zonta, and these short learning sessions make it not so overwhelming.

The smaller group also allows women to ask questions and share their lives with one another. If you can’t make the lunch, there is no guilt, and you are welcome the next month.

By the end of May, the club had added 15 new members and had two additional members approved to join Zonta in the new fiscal year. The club is now fifty members strong, there is new enthusiasm with the club members, and more people are attending club meetings. In this next year, the club would like to see an additional 20 member growth.

### **Zonta Club of Pikes Peak Area District 12**

Ten new members have been added to the Zonta Club of the Pikes Peak Area in the last year. In interviewing people who have been identified as having an interest in Zonta, the membership chairman learned that despite new name awareness in the community, most people still do not know what Zonta is, providing the club with limitless potential for new members in their community.

The club’s public relations committee has been diligent in putting their



*Members of the Zonta Club of Black Hills in South Dakota at a monthly meeting*



events on community calendars; and, at each event where the club has a presence, they welcome people to sign up for more information. The club also holds the annual Glass Slipper Ball and a membership outreach evening where prospective members are introduced to the club through service projects.

The membership chairman personally meets with prospective members who inquire via the club's website to introduce the prospective member to the club and Zonta. If the prospect is qualified for membership, they are invited to submit an application to the board for consideration for membership.

To retain new members and make them feel important, the club:

- Separates board and business meetings from program meetings to allow more time for interesting programs.
- Ensures new members are immediately included as an active part of the group.
- Educates the newest members on the bylaws and structure of Zonta as the local club relates to the larger area, district and international efforts through the club's New Z program.

- Encourages New Z's to bond as a group of classmates.

The club has also put greater emphasis on the friendships available through Zonta and has provided a menu of service options for members to choose from. Club leaders inspire members to assume positions that suit them and their interests, resulting in club committees being led by members most suited to their posts and great work being accomplished within the club. With each and every member helping to fill the pipeline of prospects for membership with quality members, the club is growing stronger and more effective each year.

### **Zonta Club of Greater Rizal I District 17**

Victoria Coralejo became president of the Zonta Club of Greater Rizal I in July 2010. Although she had a team of hardworking and service-oriented officers and members, Victoria found it was difficult to invite old members who had stopped attending meetings and to get good attendance at every monthly meeting, something she had observed in the past before becoming president.

With new goals, efforts and opportunities to make a difference, Victoria began her term as president by inviting

all newly elected officers and board members, as well as all of the ten past presidents, to a meeting at which she presented her plan and listened to attendees' reactions and suggestions. After incorporating their suggestions into the club's calendar of activities, she then invited everyone to the first general assembly, even those who had not attended in the last biennium. She called several times trying to motivate until she finally won them over. The first meeting convinced attendees that this biennium would be different after Victoria, together with the other officers, presented their plans. Each member was given the chance to select her committee and choose the right chairperson, and each committee chair and members were asked to plan how they would execute their project.

As a result, the club membership once again increased from 24 registered members last biennium to 31 in 2010, and the club is able to get 18 to 21 members in attendance at each monthly meeting. Victoria thinks the success of the club can be largely attributed to the cooperative and supportive officers and members and most importantly the guidance of past presidents.

*Continued on page 20...*

“Membership is far more than numbers. It is relationships, networking, mentoring, communication, fellowship, service and advocacy. It is older members learning from new members and new members learning from older members. That is what Zonta membership is about.”

### **Zonta Club of Punta Del Este-Maldonado District 19**

The Zonta Club of Punta Del Este-Maldonado has been working to increase membership since 2008. Since then, membership has increased from 22 Zontians to 44 Zontians.

During the district conference in 2009 in Vina del Mar, Chile, the club became aware of the importance of increasing the members in the club and took into account recommendations and started thinking about new strategies to follow to increase its membership. The days in Chile were helpful because the club had the opportunity to meet and share experiences with President-Elect Lynn McKenzie, who helped them by sharing her experiences in New Zealand. As a result, they invited friends to join Zonta because they wanted to work on projects for women and girls in Maldonado as well.

Financially speaking, the club made a comparison between the annual membership fee and a Metro ticket per day. As a result, the money they earn will allow them to invest in several projects which will help women and girls in the community.

With effort, sacrifice and dedication, the club was able to increase the number of members in the club and hopes to find more women who would like to join Zonta. Their main dream is to open new Zonta clubs in Uruguay. They hope that their experience can be useful for Zonta and other clubs around the world.

### **Zonta Club of Sundsvall District 21**

The Zonta Club of Sundsvall in Sweden has 61 members. Since the start of the 2010–2012 Biennium, the club has been working to provide support on the international, regional and local levels and has been very successful in its recruitment of members and in raising awareness of Zonta International within and outside the club.

The Zonta Club of Sundsvall's success is built on:

- A business plan that includes goals that are well-defined, realistic, possible to accomplish, and measurable. Follow up, report results and highlight good practices.
- Clear communication through dialog and the aid of different channels (meetings, letter from club president, telephone contact, personal visits, blog and website).
- Flexibility and varying degrees of participation through different meeting formats and group activities.
- Members who are willing to contribute to the achievement of goals, to teach and learn and to be open to dialog.
- Strong and clear leadership that defines common goals and visions, motivates and enthuses members, and acknowledges and appreciates each and every member.

With these building blocks to success, the club in general and members in particular are reciprocated with knowledge, fellowship, engagement, pride and joy.

In September 2010, the club welcomed 11 new Zontians. These new members have a genuine desire

to contribute to Zonta's mission and have their own expectations of a local and international network that includes exchange of knowledge and experiences, fellowship amongst members and the chance and privilege to make a difference. Within the club, there is an understanding of what it means to be a Zontian and what expectations members have of each other. The new members, their respective sponsors and the club board get together for a mingle party, at which the club president, Christina Rylander Bergqvist, presents Zonta's purpose and goals at the international and local levels and what is expected of those individuals who choose to be a Zontian. Recently, the club board asked the new members how they perceive their membership experience so that the club can continuously improve the club and make it attractive to prospective members. The club continues to recruit new members; and, in August, the club will welcome five new Zontians.

Two additional local goals of the club for 2010–2011 are to improve member care and increase engagement amongst members. Recognizing that conditions for engagement can change from time to time depending, for example, on family and work situations, flexible engagement is accepted and respected in the Zonta Club of Sundsvall. As a result, members increase their participation in activities, and attendance at meetings and other club events is very high. More and more members are getting actively involved and are taking responsibility for proposing qualified candidates for membership.

*Continued on page 22...*



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*The Zonta Club of Manawatu puts renewed emphasis on membership.*

## **Zonta Club of Brisbane River District 22**

In January 2010, the Zonta Club of Brisbane River knew they would be losing six members of their club through retirement and transfer interstate and overseas, leaving them with a membership of 11. In recent years, they had difficulty in attracting and retaining new members, so after much discussion of whether the club would close and become a book club, they instead decided to make 2010 their “make or break” year.

Members voted to use club funds for an informational evening in April. All club information materials were revised, and members sent out invitations to friends and business acquaintances. Twelve interested members and 10 club members attended that night, which began with a half hour of socializing followed by a well-planned information session. Three guests joined the club as a result of that first session. An additional three new members joined the club following another information session in May, and two more new members followed later in the year. Many of those women who did not join have continued to support

club events, leaving the club hopeful that when the time is right, they too will join. In January 2011, two members of other clubs moved to Brisbane and are now in the process of transferring to the club.

Not only has the club’s membership increased by 10 new members in 12 months, but the club has been revitalized. Committees are planning for a busy 2011 while being mindful that they must nurture all members so they don’t drift away. Another informational evening will be held around August this year to continue club rejuvenation and revitalization.

## **Zonta Club of Manawatu District 16**

By mid-2010, the Zonta Club of Manawatu was down to 10 members with two members away on sabbatical. With no influx of new members and at risk of folding as a club, something had to be done!

The need to build membership was kick started with a brief membership review which resulted in a strong message of commitment from the club, along with some ideas about what could be done. As a result, the board developed an interesting and balanced

schedule of events, including information evenings, which were financially supported by District 16, and “bring your partner” events. Events and meetings were advertised in community newspapers, and members were encouraged to invite personal contacts who were prospective members. A real effort was made to ensure all events and meetings were well run and attractive to prospective members, and all club communications mentioned that the club was looking for new members.

In addition, a systematic membership process was developed and implemented by the membership committee. A liaison was assigned to each prospective member to support the prospective member as they considered joining and to invite them to join at the appropriate time. Hostesses were appointed for each event to welcome visitors and introduce them to members. Once joined, new members were given a mentor who ensured they quickly engaged in club events. New resources were developed to support the membership process, including Registration of Interest cards, Introduction to Zonta brochures, Club Yearbook, Club Directory and a club newsletter. ■





# 61st Zonta International Convention

7 – 12 July 2012  
TORINO, ITALY

Make plans now to join your fellow Zontians in Torino, Italy—a city rich in history, culture and natural beauty. The 2012 Convention Committee is planning what promises to be a truly memorable experience for all who attend and look forward to welcoming you to Torino in 2012!





# Zonta International

*Advancing the Status of Women Worldwide*

1211 West 22nd Street | Suite 900

Oak Brook, IL 60523-3384

USA

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



## Welcome New Zonta Clubs

*The Zonta International community extends a warm welcome to our new Zonta clubs.*

- Zonta Club of Andalucia Granada, Spain  
District 29, Area 1
- Zonta Club of Andalucia Malaga, Spain  
District 29, Area 1
- Zonta Club of Aumuehle-Sachsenwald,  
Germany—District 27, Area 3
- Zonta Club of Bodensee-Allgaeu,  
Germany—District 30, Area 2
- Zonta Club of East King County, USA  
District 8, Area 5
- Zonta Club of Engiadina, Switzerland  
District 28, Area 4
- Zonta Club of Hegau-Bodensee,  
Germany—District 30, Area 2
- Zonta Club of Heviz-Region, Hungary  
District 14, Area 5
- Zonta Club of Kuala Lumpur, Malaysia  
District 17, Area 2
- Zonta Club of Skagen, Denmark  
District 13, Area 1
- Zonta Club of Vestsjaelland, Denmark  
District 13, Area 1
- Zonta Club of Wiesbaden-Rheingau,  
Germany—District 28, Area 2

As of June 2011, Zonta International has  
**1,203 clubs in 64 countries.**

## Z Clubs

- College of Saint Anthony, Philippines  
District 17, Area 1
- Eusebio HS Z Club, Philippines  
District 17, Area 5
- Lake Gibson Z Club, USA  
District 11, Area 4
- Maroon Golden Z Club, Philippines  
District 17, Area 1
- MPH Z Club, USA  
District 2, Area 2
- Qesosa TKW Secondary School,  
Hong Kong—District 17, Area 2
- Sacred Heart Academy of  
Novaliches Quezon City, Philippines  
District 17, Area 5
- Caloocan City Science High School,  
Philippines—District 17, Area 1

## Golden Z Club

- Denison University, USA  
District 5, Area 4



## Zonta Clubs

*Members of Zonta International*



# [WWW.ZONTA.ORG](http://WWW.ZONTA.ORG)