

# **ZONTA**SAYS**NO** TO VIOLENCE AGAINST WOMEN

**16 DAYS OF ACTIVISM TOOLKIT**

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Violence against women and girls is one of the most pervasive human rights violations and a global threat. It knows no national or cultural barriers; it takes place at home, in the workplace and in open spaces, and affects millions of women and girls in peacetime and conflict. It includes psychological, physical and sexual violence, and harmful practices such as rape, female genital cutting, child marriage and human trafficking.

Violence against women and girls threatens countries, inhibits economic progress, and prevents women from contributing to their community and creating better lives for themselves and their families.

Zonta International's ongoing service efforts are demonstrated through numerous local projects and programs and through partnerships with the United Nations and its agencies.

Our ongoing advocacy efforts are built around the **Zonta Says NO to Violence Against Women** campaign. Launched in 2012, the campaign has raised awareness of the global pandemic of women's rights violations and has united Zonta clubs worldwide in conducting impactful advocacy actions to fight violence against women and gender inequality.

During the 16 Days of Activism, 25 November–10 December, all Zonta clubs and districts are encouraged to take part in the **Zonta Says NO to Violence Against Women** campaign and to take local, national and international actions to influence the making and implementation of laws, as well as changing gender-based attitudes and behaviors to end violence against women and girls.

**Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.**

**In such a world, women have access to all resources and are represented in decision-making positions on an equal basis with men.**

**In such a world, no woman lives in fear of violence.**



"Zonta envisions a world where no woman lives in fear of violence. Through the **Zonta Says NO to Violence Against Women** campaign, our members and allies stand together, uniting our voices to advocate for all those who have suffered gender-based violence.

Zonta is needed now, more than ever, to continue its work to end violence and build a better world for women and girls."

**Ute Scholz**  
Zonta International President



## CAMPAIGN GOALS

- 1** Inspire and encourage Zonta clubs and supporting members to raise awareness of, and take action to prevent, gender-based violence during the 16 Days of Activism.
- 2** Make supporting members feel like they are part of a global community of activists and are empowered themselves to take action and be part of the campaign.
- 3** Collect more stories and photos of Zonta action across the globe.

## Zonta Says NO to Violence Against Women Summit

6-8 November 2023

[www.zontasaysno.com/online-summit](http://www.zontasaysno.com/online-summit)

**Cost: US\$10/day or US\$25 for all three days**

On 6-8 November, join us for a three-day virtual summit. Sessions will feature keynote speakers, panel discussions and practical workshops to raise awareness of your Zonta Says NO actions.

Admission is US\$10 per person for one day or US\$25 per person for all three days. All proceeds, less fees, go to the Zonta Foundation for Women International Service Fund to support global initiatives to address gender-based violence.

Members who participate will have this donation count toward their Every Member Every November Zonta Foundation for Women giving total.



Rather than focusing on one specific theme for the campaign, this toolkit provides Zonta clubs and individual members with ideas for a wide variety of actions that can be taken at the individual, club and/or district level.

**Clubs will not be expected to take action every day** but can tailor actions to meet the needs of their local communities and capabilities of the club. Actions can be taken at any time during the 16 Days of Activism.

## 1: Envisioning

- Envision a World Without Violence social media video challenge.
- Post a message of intent for the 16 Days of Activism and beyond.

## 2: Knowledge

- Research gender-based violence issues in your local community, state or country and highlight these issues via club/individual social media channels.

## 3: Orange

- Wear orange and share a picture or video on social media.
- Orange your city.
- Use a Zonta Says NO sticker on an instagram post.

## 4: Listening

- Host a virtual forum/speaker on gender-based violence.
- Listen to and elevate stories of survivors and advocates.

## 5: Remembrance

- Remember those women and girls who have died as a result of gender-based violence through a red dress campaign, shoe display or other method.

## 6: Allyship

- Invite men and boys to join you in your actions.
- Put together a photo campaign of men and boys in your community with Zonta Says NO to Violence Against Women signs and share via social media.

## **7: Giving**

- Make a donation to the Zonta Foundation for Women International Service Fund to support efforts to end gender-based violence and child, early and forced marriage.

## **8: Advocacy**

- Ask a state or local official to make a Zonta Says NO to Violence Against Women proclamation.
- Call for your country's ratification of the Council of Europe Istanbul Convention.
- Take action to end child marriage at the state or national level.
- Review your company's sexual harassment policy and advocate for updates, if needed.

## **9: Discussion**

- Host a discussion about ending violence in a webinar or on social media.

## **10: Awareness**

- Raise awareness of gender-based violence via social media, chalk art, yard signs, billboards or another public display.

## **11: Tribute**

- Highlight survivor stories via social media.

## **12: Student Engagement**

- Partner with your local Z club or Golden Z club, Girl Scouts, Girl Guides or other student groups.
- Work with students to address cyberviolence against women and girls.

## **13: Outreach**

- Organize a letter writing/postcard campaign to elected/appointed officials on an issue of importance in your community, state or country.
- Write a letter to the editor on a gender-based violence issue in your community.



## 14: Community

- Host a book club with a focus on gender-based violence or women's empowerment.
- Interview your local police chief or elected official to talk about issues in your community and publish the interview on your website and share on social media.
- Organize a Zonta Says NO to Violence Against Women march or virtual march in your community.

## 15: Service

- Help survivors of domestic violence.
- Support local organizations responding to domestic violence.

## 16: Reflection

- Reflect on what you learned during the 16 Days and share your reflections via social media or with family and friends.
- Share your story with Zonta International; include photos, where appropriate.





## 1: Envisioning

- Envision a World Without Violence social media video challenge.
- Post a message of intent for the 16 Days of Activism and beyond.

### **Participation in the “Envision a World Without Violence” social media video challenge.**

What do you envision in a world without violence? What motivates you? Record your thoughts in a one-minute video and share online.

#### **Tips to create a video (more tips can be found toward the end of this toolkit)**

- Put your phone or camera in landscape (horizontal) mode, making your video optimal to view both on mobile and PC.
- Choose a quiet, well-lit location with a plain or uncluttered background.
- Fill the frame of your video with your shoulders and head. Make sure you are centered, giving your video a professional and personal look.
- If possible, use natural lighting and ensure that you are not back-lit.
- Speak loudly, clearly and slowly.
- Practice before you record and try to keep it at one minute.
- Stay stationary and never zoom in or out during your video so you do not lose the attention of your audience.

#### **How to share your video on social media:**

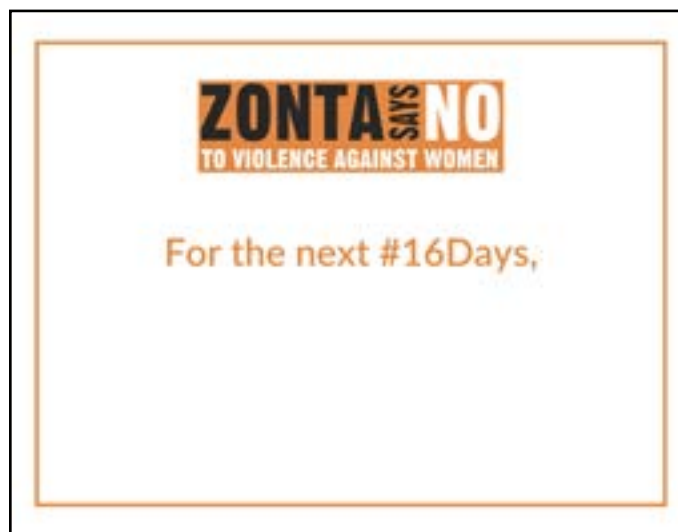
- Facebook
  - Click “What’s on your mind, [Name]?” at the top of your newsfeed.
  - Choose a video either from your phone or computer’s library.
  - Write a caption using the hashtag #ZontaSaysNO, tagging @ZontaSaysNO; post.
- Instagram
  - Tap the plus sign in the top menu and choose a prerecorded video from your library. On mobile, tap “Video” to record live.
  - Write a caption using the hashtag #ZontaSaysNO, tagging @ZontaIntl; post.
- Twitter
  - Click the compose box or the Tweet button. Choose a video file and click open.
  - Write a caption using the hashtag #ZontaSaysNO, tagging @ZontaIntl; post.

## Post a message of intent for the 16 Days of Activism and beyond.

Think about your intent for the 16 Days of Activism. Do you want to spread awareness, participate in an advocacy action or complete an act of service? However you plan to participate, write it out and then take a photo of yourself or your club holding up your completed sign and post it to your social media channels and/or on your club's website.

1. Download the PDF titled "Message of Intent."
2. You can either print it out and write your own message, or follow the next step to type your message.
3. In the form field, type your message (i.e. "I will post on social media to spread awareness of gender-based violence at least once a day").
4. Print the PDF. If you do not have access to a printer, you can fill out the form using Step 3 and then hold it up on a tablet or your phone for the photo.

DOWNLOAD PDF TEMPLATE



## 2: Knowledge

- Research gender-based violence issues in your local community, state or country and highlight these issues via club/individual social media channels.

Preventing and ending gender-based violence requires knowledge of the issues. What is the most prevalent form of gender-based violence where you live? What is being done to address the issue? Research gender-based violence in your local community, state/province or country, and share what you learn via your club or personal social media channels. Provide links for others to take action or engage community members, family and friends in a discussion to come up with your own ideas for solutions.

Here are some sites to help you get started, but look to regional or national sources too.

- [International Center for Research on Women](#)
- [Girls Not Brides](#)
- [UN Trust Fund to End Violence Against Women](#)
- [Futures Without Violence](#)
- [European Institute for Gender Equality](#)
- [Asian Pacific Institute on Gender-Based Violence](#)



VISIT ZONTASAYSNO.COM  
FOR MORE INFOGRAPHICS

### 3: Orange

- Wear orange and share a picture or video on social media.
- Orange your city.

Showing solidarity with the many other campaigns standing in opposition to violence against women, the Zonta Says NO to Violence Against Women campaign has also adopted the use of the color orange. This vibrant color not only stands out while being worn, but is also eye-catching on buildings, statutes and other structures. 25 November is also known as Orange Day. However, the color can be worn and shown at any time during the campaign. Below are ways to engage the public through the color orange.

#### **Wear orange and share a picture or video on social media.**

Share a picture of you wearing your favorite Zonta Says NO shirt or orange accessory on social media. Or, use a “Zonta Says NO” sticker on Instagram by searching “Zonta Says NO” in stickers/ gifs.



#### **How to run an “Orange the World” event in your city.\***

Below are steps to orange your city, including low-cost or electricity-free options.

1. Set up a small committee to ensure focus.
2. Create slides explaining the goal and description of the action and what you need from partners and provide examples of previous events in your town or country.
3. Partner with relevant city/state officials, state agencies and organizations who provide facilities, support, shelter or counseling to women exposed to violence and agree on the specific action to be taken, the precise call to action, etc.
4. If possible, identify and acquire a prominent sponsor or champion who is willing to

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support and promote the event and leverage their connections to secure further partners and/or financing.

5. Acquire a mix of state and/or religious buildings and landmarks as well as private corporations and institutions that will be lit up in orange.
6. Ask partners to organize and pay for the lighting themselves. If not possible, either generate sponsorship or use alternative lighting options (see below).
7. Print promotional materials such as a flyer, poster, postcard, etc. to advertise the event and post on your club's homepage and social media.
8. Issue a well-formulated press release and contact the press directly, leveraging all partners' connections to the media.
9. Take good, quality photos and post on all social media.
10. After the event, send a thank you note with the results and photos to all partners and ask for their support next year.

Here are some low-cost or electricity-free options for clubs looking to be more energy-efficient:

- Program LED external lighting systems to orange.
- Cover existing LED lighting with heat-resistant, high quality transparent orange film.
- If no exterior lighting exists, interior lighting can be used so orange light shines out of the building. Either cover the windows in orange crêpe paper or cover the light bulbs inside with an orange transparent film.
- Use orange paper or other environmentally friendly materials on exterior walls/signs.



\*This list originally appeared in the July 2020 Issue of *The Zontian* and has been updated.



## 4: Listening

- Host a virtual or live forum/speaker on gender-based violence.
- Listen to and elevate stories of survivors and advocates.

### **Host a live or virtual forum/speaker on gender-based violence.**

Invite community leaders or an engaging speaker to join your club for a Zonta Says NO to Violence Against Women event during the 16 Days of Activism. Address the issue of gender-based violence more broadly or focus on a specific issue. For example, the Zonta Club of Cebu I, Philippines hosted an interactive research forum on the root causes of child marriage.

If health precautions or other challenges prevent your club from hosting an in-person event, move your event online. Tools like Zoom, GoToWebinar, Microsoft Teams Live, Google Meet and many other platforms can make hosting your event online easy and help you reach a wider audience.

Film screenings are also great events. For example, the Zonta Club of Alytus, Lithuania co-organized a screening of the documentary *A Better Man*, followed by an open discussion about domestic violence. If you cannot get together to view a film, invite club members and community members to watch the film and then come together for a discussion in person or online.

### **Listen to and elevate stories of survivors and advocates**

As more advocates and survivors speak out about gender-based violence, the more people also share their own experiences, removing the stigma. Below are six presentations about ending the silence around abuse.

**LET'S END THE SILENCE AROUND ABUSE  
TEDTALK PLAYLIST**

- *Why domestic violence victims don't leave* - Leslie Morgan Steiner
- *How we turned the tide on domestic violence (Hint: the Polaroid helped)* - Esta Soler
- *How childhood trauma affects health across a lifetime* - Nadine Burke Harris
- *How we talk about sexual assault online* - Ione Wells
- *How data from a crisis hotline is saving lives* - Jackson Katz
- *How online abuse has spiraled out of control* - Ashley Judd



## 5: Remembrance

- Remember those women and girls who have died as a result of gender-based violence through a red dress campaign, shoe display or other method.

Clubs throughout the years have been creating displays representing those who have died as a result of gender-based violence. These displays not only show the deep, shocking impact of this violence, but ensure victims do not fade or become nameless. Below are three examples of club actions that could be used in your own community.



As a way to raise awareness of the fight against violence towards women and girls, the **Zonta Club of Saulte Ste. Marie Area**, Canada, showcased a stunning library display of 48 shoes on a stand, each pair represented one of the 48 women who died as a result of violence the previous year in Ontario.



The **Zonta Club of Cheyenne**, USA, and members of the community marched from the capitol to the Laramie County Library, where it set up a display of the Silent Witness silhouettes of local women killed by domestic violence.



The **Zonta Club of Lebanon**, USA placed 29 pinwheels on the lawn in front of the Boone County Courthouse, representing every person who has died as a result of domestic violence in the state of Indiana, USA, since 2014. The club also included a hotline number in the display.

## 6: Allyship

- Invite men and boys to join you in your actions.
- Put together a photo campaign of men and boys in your community with Zonta Says NO to Violence Against Women signs and share via social media.

### Invite men and boys to join you in your actions.

To end violence against women and girls, we need men and boys to join us in our efforts. UN Women's HeForShe is an invitation for men and people of all genders to stand in solidarity with women to create a bold, visible and united force for gender equality. Learn more about the campaign and ideas for how you can invite men and boys in your community to become allies at <https://www.heforshe.org/en>.

Many Zonta clubs have already found ways to engage men as allies in their efforts.

The **Zonta e-Club of West Africa** launched a project titled "Orange the World: Men Against Rape," which calls on men to take a stand against attitudes that normalize rape culture, child marriage and all forms of violence against women and girls.

In Uruguay, the **Zonta Club of Punta del Este-Maldonado** has a campaign called "Real men only raise their voices to defend women" through which they have engaged the fire department and other men in the community as allies in their efforts.

### Launch a social media photo campaign of men and boys in your community with Zonta Says NO to Violence Against Women signs.

Sharing the message of engagement can be done easily through social media. Remember to gain consent of the participant, then snap a photo, post and tag the community group the men are from and use #ZontaSaysNO.



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Below are three examples of clubs connecting with men within their communities.

**The Zonta Club of Kankakee, USA** reached out to male members of the community to have them visibly show they are part of the solution to end violence against women. The club included a variety of community members, showing that violence against women affects everyone. These images were shared with the community on social media.

**The Zonta Club of Ibadan II, Nigeria**, embraced the HeForShe campaign to engage men of all ages in the mission to end violence against women. The members posted pictures on Facebook and Instagram of national and community leaders as well as youth advocates wearing or holding shirts with the messaging of saying NO to violence against women.

**The Zonta Club of Gaylord Area, USA** worked with their high school wrestling and varsity boys' basketball teams to take the White Ribbon Pledge to end violence against women. The athletes were urged to use their visible roles to help make positive social change by initiating respect and asking the athletes to not initiate or encourage inappropriate jokes and gender-biased slurs. Rather, they were encouraged to help make a cultural shift, committing to and sharing the message of respect for women. The next year, the club reached out to other male members of their community to share the same pledge. These images were shared on social media.





### 7: Giving

- Make a donation to the Zonta Foundation for Women International Service Fund to support efforts to end gender-based violence and child, early and forced marriage.

In honor of the Zonta Says NO to Violence Against Women campaign, donate to the Zonta Foundation for Women to support our international service projects. Or starting this November, set up a recurring donation to the International Service Fund and show you continue to say NO through the whole year.

**Giving Tuesday is 28 November 2023**



Whether or not you are able to donate, use these social media images to encourage others to donate. Here is some sample text to accompany your posts:

On #GivingTuesday, donate to the Zonta Foundation for Women to support Zonta's international service projects and help us end violence against women and girls. #ZontaSaysNO [Include link to [www.zonta.org/donate](http://www.zonta.org/donate)]

Join me in ending violence against women and girls with a gift to the Zonta Foundation for Women to support Zonta's international service projects. #ZontaSaysNO [Include link to [www.zonta.org/donate](http://www.zonta.org/donate)]

## 8: Advocacy

- Ask a state or local official to make a Zonta Says NO to Violence Against Women proclamation.
- Call for your country's ratification of the Council of Europe Istanbul Convention.
- Take action to end child marriage at the state or national level.
- Review your company's sexual harassment policy and advocate for updates, if needed.

### **Ask an official to make a Zonta Says NO to Violence Against Women proclamation.**

A proclamation is an official designation of an event. It is a great way to educate the public about and bring awareness to gender-based violence because it carries the full support of a key government official in your state or community.

To request a proclamation, follow these five steps (adapted from GUIDE, Inc.):

1. Contact the state or local government office. Governors, mayors, state legislatures, municipalities, counties, cities or towns can issue proclamations. As a club, decide which entity would reach the most people and choose one. Locate the website for the entity you choose. You may find a tab called "Ceremonial" or "Forms," which may include proclamation guidelines. Otherwise, type "proclamation" into the site's search feature. If no information on proclamations exists, you may use the contact form to write a brief message asking about the protocol for submitting proclamations.
2. Write your proclamation. Download our sample proclamation, fill in the missing details, and replace the logo in the header with your club's logo. Most offices will put the proclamation on official letterhead or a certificate, so typically an electronic format is requested.
3. Follow the guidelines for submitting a proclamation request. Each entity will have

[DOWNLOAD SAMPLE PROCLAMATION](#)

its own guidelines. The best way to research your city county, district, region or state's guidelines is to look on their website (see Step 1).

A cover letter is often required. Download our sample cover letter, fill in the missing details, and replace the logo in the header with your club's logo. If you have already spoken to the proper official, you should reference that conversation in this letter. Our sample cover letter mentions that information about Zonta International is attached. For this, there are three PDFs available for download under "General Information About Zonta" on our [Media Inquiries](#) page. Be sure to also include the proclamation. To make the process run smoothly, the following information is usually required when

DOWNLOAD SAMPLE COVER LETTER

VISIT MEDIA INQUIRES PAGE

submitting a proclamation request:

- a. A draft text of the proclamation in the preferred format.
  - b. The purpose of the proclamation (Zonta Says NO to Violence Against Women Day).
  - c. The date when the proclamation is needed.
  - d. A brief history of Zonta International.
  - e. The name and daytime phone number and/or email address of the contact person.
4. Allow for enough time. Timing is key is you want the proclamation announced at an official meeting. Be sure to begin the proclamation as soon as possible.
  5. Make an event out of it. If you are not already hosting an event at which you requested the proclamation be read, follow the guidelines you are given as to whom and how many people you can bring to the proclamation meeting or signing event.

**Call for your country's ratification of the Council of Europe Istanbul Convention.**



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The Council of Europe Istanbul Convention is a legal framework, open to accession by any country in the world. It is an excellent tool to end violence against women. Zonta International promotes the ratification of the Istanbul Convention.

If your club is in Bulgaria, Hungary, Latvia or Lithuania, your country is one of the Council of Europe member countries that has signed but not yet ratified the Istanbul Convention. Download the sample letter to ratify the Istanbul Convention, fill in the missing details, replace the logo in the header with your club's logo, and send the letter to the appropriate official.

If your country is not a [member of the Council of Europe](#), and has not signed on to

**DOWNLOAD SAMPLE LETTER TO  
RATIFY ISTANBUL CONVENTION**

the Istanbul Convention, download the sample letter to non-member states, fill in the missing details, replace the logo in the header with your club's logo, and send the letter to the appropriate official.

**Take action to end child marriage at the state or national level.**

**DOWNLOAD SAMPLE LETTER  
TO NON-MEMBER STATES**



Zonta International is supporting the UNPFA-UNICEF Global Programme to End Child Marriage in 12 countries with some of the highest rates of child marriage; however, child marriage is an issue in countries and cultures around the world. Take action to end child marriage at the state/province or national level, like the **Zonta clubs in Ghana and the United States**.

**Zonta clubs in Accra**, Ghana partnered with Japan Motors Ghana Ltd. and the United Nations Population Fund (UNFPA) to erect billboards on ending child marriage and violence against women in strategic locations throughout the city.

**The Zonta USA Caucus** has partnered with UNICEF USA on a national advocacy campaign to stop child marriages in the United States. Billboards and campaign images across the United States direct people to <https://stopchildmarriages.org/> where they can take action to end child marriage in their state.



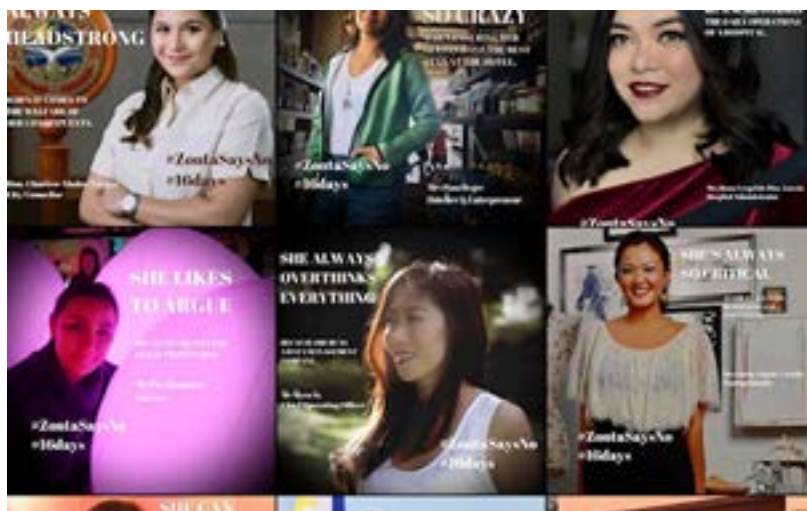
## Advocacy – Addressing sexual harassment in the workplace.

Workplace sexual harassment has gotten more attention in recent years with the #MeToo movement; however, addressing sexual harassment in the workplace requires clear and comprehensive policies and procedures. How does your employer address sexual harassment? Below are a few simple steps to get you started in finding out more and advocating to address any gaps you may find.

1. Check to see if your employer has a sexual harassment policy.
  - a. If yes, is the statement easily accessible to all employees?
  - b. If no, or if a policy exists but is vague or incomplete, write a letter to the CEO. Ask her/him to share specifics as to how they address complaints of sexual harassment in the workplace. What is the procedure for filing a complaint? How is that procedure communicated to employees? Once received, how are complaints handled?
2. Mark your calendar to follow up with the CEO in two months to see what additional work has been done to clarify or update the policy.
3. Continue to advocate for updates and improvements, as needed.

Want to take a different approach?

The **Zonta e-Club of Philippines** ran a Facebook and Instagram campaign to discuss sexual harassment in the workplace and the need to fundamentally transform the power structure and discriminatory norms that enable gender-based violence and discrimination to exist. By turning negative connotations of women into positive and important attributes, club members advocated for a general change in attitude and more specifically, attitudes toward women in the workplace.



### 9: Discussion

- Host a discussion, panel or workshop about ending gender-based violence in person, on social media or an online meeting platform.

From a one-hour meeting to an ongoing open dialogue, participants can ask questions and network with participating members and clubs, partners and friends of Zonta.

Tips for your discussion:

- Create a registration page for your audience to sign up. Some platforms send out automatic reminders prior to the start time which will help more people attend the event. Ask for questions during registration to kickstart the discussion.
- Promote your discussion time within newsletters, social media and other webinars to ensure your network knows the details.
- Be interactive. Allow audience members to chat via the discussion boxes, or speak to one another in breakout rooms.
- After the event, follow up with the attendees with some key takeaways and actions they could take.





## 10: Awareness

- Raise awareness of gender-based violence via social media, chalk art, yard signs, billboards or other public display.

Amplifying your message for the Zonta Says NO to Violence Against Women campaign can range from a quick, cost-effective chalk message on a walkway to a semi-permanent billboard campaign. Below are some examples of what clubs have done to spread awareness within their communities.

**District 29 Zontians** stood in front of the Marble Arch in London to make a very public statement of saying NO to violence against women.

The **Zonta Club of Canberra Breakfast Inc**, Australia, held a somber service to memorialize 52 women and eight men who died from partner violence. Members of the club made garlands of orange flowers shaped in the word 'NO.'

The **Zonta Club of Lagos 1**, Nigeria, posted a large Zonta Says NO to Violence Against Women sign at the Murtala Muhammed International Airport.

The **Zonta Club of Lünebeck**, Germany, wrapped busses in Zonta Says NO logos and created several large billboards and banners throughout Lünebeck.



## 11: Tribute

- Highlight survivor stories via social media.

Storytelling provides a platform where victims can speak openly about what they went through and provides a space to receive support and grow understanding. Below are examples where clubs supported survivors' stories.



The **Zonta Club of the Black Hills, USA**, created a display, "What Were You Wearing?" that incorporated sexual assault survivors' experiences with clothing similar to what each person was wearing when assaulted. The purpose of the display was to fight back against victim-blaming and raise awareness about gender-based violence.



A member of their community reached out to the **Zonta Club of Dhaka I, Bangladesh**, for counseling and advice. With the support of the club members, she was able to leave her marriage and go back to her studies. Now she is out trying to save other girls that are currently going through that ordeal.



The **Zonta Club of Bendigo Inc, Australia**, worked with the City Council, Victoria Police, and other organizations to organize a community response for White Ribbon Day. This was a way to begin the annual 16 Days of Activism. During the campaign, the club invited a family member to tell the story of how his sister was a victim of gender-based violence.



## 12: Student Engagement

- Partner with your local Z club or Golden Z club, Girl Scouts, Girl Guides or other student groups.
- Work with students to address cyberviolence against women and girls.

**Partner with your local Z club or Golden Z club, Girl Scouts, Girl Guides or other student groups.** Partnering with your club's sponsored Z club or Golden Z club is an effective way to get students involved in Zonta's mission. The Zonta Says NO to Violence Against Women campaign is a wonderful opportunity to invite your student club to participate in an activity your club has planned or, even better, they can plan alongside your club for a joint action.

Ideas include a parade or march, workshop, school presentation, public display, an installation at a college campus, film screening or bake sale. Below are examples from previous years.



Members of the **Zonta Club of Cheyenne** and **Triumph High School Z Club** participated in a Silent Witness March, carrying orange silhouettes from their state's Supreme Court building to their town's library. Additionally, the Wyoming governor and Cheyenne's mayor both signed proclamations declaring the time between 25 November and 10 December a time for Activism Against Gender Violence in Wyoming.



The **Zonta Club of Lagos I, Nigeria**—in collaboration with AWANI Films and the **Queens College, Yaba Z Club**—organized a screening of the thought-provoking documentary, *Awani*, in the Queens College Girls School, Yaba, Lagos. More than 115 girls, four teachers and other guests viewed the documentary that examines the evolution of the role of Nigerian women, starting from pre-colonial Nigeria to the present day. Afterward, students asked questions about perceptions around gender equality, women leadership and challenges of patriarchy and gender-based violence.



The **Zonta Club of Makati & Environs**, Philippines, and their **Golden Z clubs from Taguig City University and Philippine Women's University**, joined the other clubs from District 17, Area 5 in taking a stand and calling attention to saying 'NO' to Violence Against Women. The Zontians and students spent the afternoon at the historic Intramuros grounds in Manila. One by one, the different groups came forward to entertain the crowd with a talent show of song, dance, and drama numbers. Odiraa Aghanya,

charter president of the Philippine Women's University Golden Z Club, spoke, followed by an essay-writing, slogan-making and on-the-spot painting contest. The afternoon ended with a solemn candle-lighting ceremony wherein the participants formed the letters: NO to VAWC.



## **Work with students to address cyberviolence against women and girls.**

Cyberviolence is not a new issue; however, according to the [International Telecommunication Union](#), between 2019 and 2021, there was a 17% increase, with an estimated 782 more million people to have come online.

This increase in internet usage put users more at risk of cyberviolence, with women and girls at the greatest risk. In their brief, [Online and ICT-facilitated violence against women and girls during COVID-19](#), UN Women highlights actions governments, civil society organizations and internet intermediaries can take to protect women and girls online.

Cyberviolence can be a major issue for students and young people. How can your Zonta club bring Z club or Golden Z club members or local students together to take action to address cyberviolence?



In District 13, the **Danish Zonta clubs of Viborg, Silkeborg, Aarhus and Aarhus II** invited upper secondary schools in their respective cities to discuss the topic of equal rights and respect between the sexes. More than 150 students at seven upper secondary schools attended. During November, they spent many lessons in English, Danish, social studies or drama working on subjects such as how to say no to physical or mental abuse, how to have ethical behavior on social media, and

learning about bullying and mental terror. They also learned about sexist stereotyping and other related topics.

The result was a series of inspiring essays, poems, short stories, video productions, social studies papers and plays. The students presented many of these on stage to an enthusiastic audience at VIA University College in Aarhus.



## 13: Outreach

- Organize a letter writing/postcard campaign to elected/appointed officials on an issue of importance in your community, state or country.
- Write a letter to the editor on a gender-based violence issue in your community.

**Organize a letter writing/postcard campaign to elected/appointed officials on an issue of importance in your community, state or country.**

1. Create a printable postcard and sample messages.
2. Prepare a list of legislators to target.
3. Invite club members and others to join you in filling out the postcards—either in person or via a virtual meeting platform.
4. Fill out the postcards and mail them to your legislators.



[DOWNLOAD POSTCARD TEMPLATE](#)

## **Write a letter to the editor on a gender-based violence issue in your community.**

A letter to the editor is an effective way of talking about an important issue and reaching an audience larger than your social circle. Letters to the editor are among the most widely read features in newspapers and magazines and a great way to influence public opinion and action. If you are trying to promote a specific event, we suggest you also submit a press release.

Download our Sample Club Letter to the Editor, fill in the missing details, and replace the logo in the header with your club's logo. If you do not have access to your club's logo, please email [zontaintl@zonta.org](mailto:zontaintl@zonta.org).

**DOWNLOAD SAMPLE  
CLUB LETTER TO THE EDITOR**

Identify which publications to which you will send your letter to the editor. Conduct a search on their website to find out whether the publication has guidelines for their letters to the editor, such as word count or the format in which it must be sent. If there is a word count, edit the letter accordingly. Some publications, such as *The New York Times*, do not accept open letters.

Most publications prefer email, as the letter can easily be transferred into their software for printing; whereas, printed and mailed letters must be manually entered. Emails will also arrive quicker than a mailed letter and it is easier to follow up. Find the email address for the editor or the publications general interest email address and either type the letter directly into the email or attach it.

## 14: Community

- Host a book club with a focus on gender-based violence or women's empowerment.
- Interview your local police chief or elected official to talk about issues in your community and publish the interview on your website and share on social media.
- Organize a Zonta Says NO march or virtual march in your community.

**Host a book club with a focus on gender-based violence or women's empowerment.**

Members, districts and clubs can engage in discussions with one another and their community by hosting online book clubs.

Below is a booklist cultivated from [DomesticShelters.org](http://DomesticShelters.org), dealing with the subject of gender-based violence.

- ***Crazy Love***  
by: Leslie Morgan Steiner
- ***Girl Up: Kick Ass, Claim Your Woman Card, and Crush Everyday Sexism***  
by Laura Bates
- ***Written on the Body***  
edited by Lexie Bean
- ***No Visible Bruises: What We Dont Know About Domestic Violence Can Kill Us***  
by Rachel Louise Snyder
- ***How to Be Nice to Yourself: The Everyday Guide to Self Compassion***  
by Laura Silberstein-Tirch PsyD

SEE THE FULL BOOK LIST



**Interview your local police chief or elected official to talk about issues in your community and publish the interview on your website and share on social media.**

According to the [UNODC](#), emergency situations, such as the COVID-19 pandemic, aggravate the threat of gender-based violence and lead to the risk of disruption of economic, social and protective networks.

Below are some challenges police, prosecution services, the judiciary and other parts of the criminal justice system have faced during and after the COVID-19 pandemic:

- Resources were diverted away from the criminal justice system toward more immediate public health measures to deal with COVID-19.
- Police and other law enforcement agencies have less time and human resources to respond to incidents of gender-based violence, may lack specific plans on how to respond to such incidents during the emergency and are likely to shift priorities.
- In many countries, judicial proceedings were suspended and/or postponed, which impeded immediate judicial protection (e.g. issuance of emergency or interim measures like protection and restraining orders) and created a backlog of cases that affected the effectiveness and quality of criminal justice responses to gender-based violence in the long run.
- Other services, such as hotlines, crisis centers, shelters, access to a lawyer including through legal aid, and victim protection services may also be scaled back or closed, further reducing access to the few sources of help that women in abusive relationships might have.
- Due to lockdown policies, women and girls may have had more difficulties in accessing police stations for promptly reporting cases of gender-based violence and seeking judicial and other forms of protection. They may also find it more difficult to place phone calls to report violence or access hotlines as they live 24/7 with their abusers and have no privacy to make such phone calls.

To understand what the challenges are in your local community and how your club can help address them, schedule an interview (via email, phone or in person, if safe and possible) with your local department to ask if your local system is experiencing these challenges and what the community can do to address them.

## Organize a Zonta Says NO march or virtual march in your community

Zonta Says NO marches have been a popular activity throughout all campaign years. Clubs have organized their own events according to local guidelines and laws or have joined in on existing parades or marches. If you are organizing a march, be sure to adhere to the local ordinances and health and safety precautions.

If you cannot organize an in-person march, more traditional approaches to marches and demonstrations can be creatively taken to the virtual space.

Below are tips on how to organize a virtual march:

1. Ask friends, family and community members to create posters about why they say NO to violence against women.
2. Have them take pictures of them holding the posters.
3. Collect the photos and arrange them into a video montage—this can be done via video editing programs, or even PowerPoint.
4. Set the photos to music and include messaging about the community saying NO to gender-based violence.
5. Share on social media and with local television or community access networks.



## 15: Service

- Helping survivors of domestic violence.
- Support local organizations responding to domestic violence.

### Helping survivors of domestic violence.

According to UN Women, an estimated 35% of women worldwide have experienced physical and/or sexual partner violence at the hands of an intimate partner or sexual violence by a non-partner at some point in their lives. With COVID-19, reports of domestic violence increased exponentially, leading UN Women to refer to violence against women as “the shadow pandemic.”

There are many ways you and/or your club can assist survivors of domestic violence.

Make a donation of goods or services to a local domestic violence shelter.

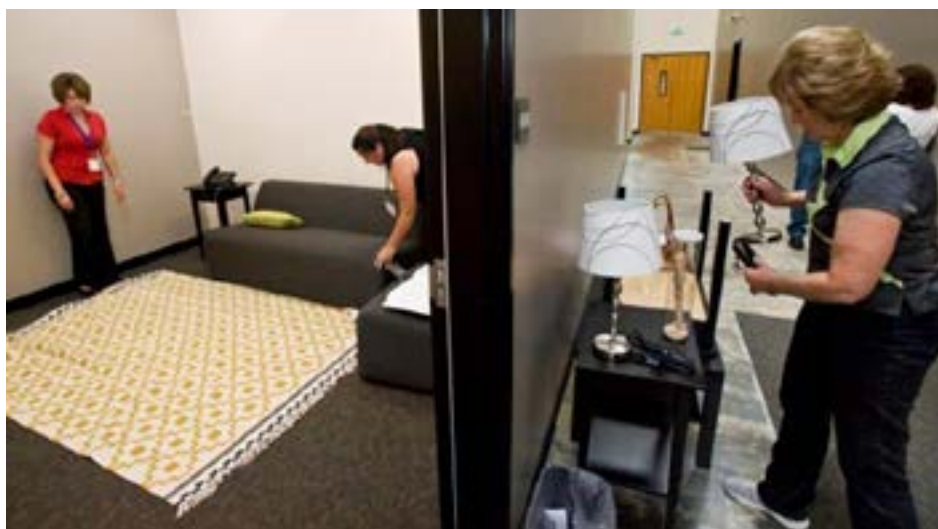


- The **Zonta Club of Austin, USA**, packed BOLT bags containing toiletries, items for children and other necessities that a victim may need if they are required to quickly leave an abusive situation.



- The **Zonta Club of Birmingham, USA**, collected old cell phones and accessories to donate to Verizon's Hopeline Campaign. The refurbished phones are programmed to make emergency calls and are made available to victims of domestic violence.

Update or make improvements to the interview/domestic violence response room at your local police station.



- The **Zonta Club of Newport Harbor, USA**, has created “soft rooms” at a number of local police departments in Orange County. Rooms that are typically equipped with only three chairs and a table – the basics for a police interview room – becomes a comfortable space with flower vases, brightly colored children’s furniture, a coffee table and couches. The changes are meant to put victims of domestic abuse or human trafficking at ease while they are questioned about their cases.



## Support local organizations responding to domestic violence.

Since the outbreak of the COVID-19 pandemic, Zontians around the world have stepped up to aid first responders by providing essential equipment, serving food to those in need and more. As is the case with any crisis, violence against women, particularly domestic violence, has been on the rise. Here are a few examples of clubs that have worked to meet the needs of women and children during this crisis.



Considering the money usually spent on monthly meetings, the **Zonta Club of East Auckland**, New Zealand, leadership asked members to contribute to a fund to support Women's Refuge, an organization that supports and helps women and children experiencing violence. The club donated NZ\$1,700 (approximately US\$1,128) to the Refuge's Gift a Safe Night program, which includes a safe, clean bed, hot meals, 24-hour security, childcare, supportive staff and helpful advice.



The **Zonta Club of Hong Kong II**, Hong Kong, supported several programs, providing masks and food to those in need. The club sourced 100,000 single-use surgical masks and donated them to seven nongovernmental organization partners. Club members also committed to a plan to support Much Talent in Hong Kong by employing women to sew 2,000 reusable masks for low-income families among other actions.



Members from **Region South America** formed a united front against the global COVID-19 pandemic. The Zonta clubs of Viña del Mar and Santiago in Chile provided boxes of food to low-income families and donated supplies to the Emma Foundation, which helps pregnant women in need. The Zonta Club of Viña del Mar sent winter clothes to Betania Acoge Foundation, which helps women in vulnerable situations. In Uruguay, the Zonta Club of Montevideo gave winter clothing, bedding and fabrics to the Center for the Promotion of Human Dignity. And, the Zonta Club of Punta del Este-Maldonado distributed COVID-19 kits to the Zonta Care Center for Women and their children under domestic violence.



## 16: Reflection

- Reflect on what you learned during the 16 Days and share your reflections via social media or with family and friends.
- Share your story with Zonta International; include photos, where appropriate.

**Reflect on what you learned during the 16 Days and share your reflections via social media or with family and friends.**

Sharing what you have learned through your experience of the 16 Days opens the conversation to further discussion and thoughts on how to end violence against women. After you share your reflections, ask others what they have gained and what further actions they want to take to end violence against women.

**Share your story with Zonta International; include photos, where appropriate.**

Zonta International has created a way for you to share your story with us, spreading awareness, action and visibility of ending violence against women.

Here are a few things to know when sharing stories:

- Click “Share your Story” either within the footer of [ZontaSaysNO.com](http://ZontaSaysNO.com) website or visit [www.zonta.org/shareyourstory](http://www.zonta.org/shareyourstory).
- Fill in all the fields, giving as much information about your story as possible.
- Check the activity box, “Zonta Says NO to Violence Against Women Action.”
- Next, submit pictures that accompany your story; the link can be found on the bottom of the same page that you use to submit your story.



## Capture your campaign: How to take great photos



### 1. Be conscious of our mission

- Capture global themes.
- Show levels of membership and leadership.
- Be diverse in your subject choice.
- Incorporate your logo or emblem as appropriate.



### 2. Keep it real

- Avoid staged subjects; photograph what you see.
- Use natural lighting when possible and no artistic filters.
- Capture details that tell the story.
- Stay candid and unobtrusive.



### 3. Observe people together

- Capture the emotion of the event: inspirational speakers, engaged audience, friends meeting.
- Find the action within the scene.
- Take subtle, close-up shots that still tell a story.



### 4. Avoid the business

- Find the inspiration of your event, not the materials.
- Capture photos that are friendly, professional, cross-cultural, people-focused, integrated and global.



### 5. Always check

- Get permission from the subject and photographer.
- Ensure copyright is assigned to Zonta.
- Use high resolution (300 dpi/ppi).
- Save as .jpg or .png.
- Post in timely fashion with detailed, engaging captions that include subject's name and title when available.

### Photo Release Tips for Events

Below are tips to use for your events regarding gaining permission to photograph or video participants.

Prior to the event:

- Include a photo permission form in the registration process so everybody who registers automatically gives permission.
- When holding a ticketed event, include a line printed on the ticket (i.e. the owner of this ticket gives permission to being photographed).

During the event:

- Place a sign at the venue entrance informing the participants that photos are going to be taken.

Example: By entering the event premises, you consent to be photographed, filmed and/or otherwise recorded by [insert club name]. Your entry constitutes your consent to such photography, filming and/or recording for any use to promote similar Zonta events in the future, highlight the event and exhibit the capabilities of Zonta.

You release Zonta, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, computer images, video and/or or sound recordings. By entering the event premises, you waive all rights you may have to any claims for payment or royalties, regardless of the purpose or sponsoring of such use, exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by Zonta or the person or entity designated to do so by Zonta. You have been fully informed of your consent, waiver of liability, and release before entering the event.

- Make an announcement from the stage during the welcoming remarks, saying that photos will be taken.

Example: Photos will be taken during this event. If you do not wish to be photographed or recorded, raise your hand, so the photographer can recognize you, and please avoid the camera.

## How to film videos

### 1. Preparation

- Target the audience (messaging):
  - Think about three key messages you want to share, one sentence each.
  - Decide who you want to talk to:
    - External audience: Business people for partnerships or sponsorship; to community groups or for a membership drive.
    - Internal audience: Zonta clubs or other Zonta audiences.
- Decide on the best backdrop to carry your message to the audience.
- Plan the location: Inside or outside?
  - If the weather is not ideal, ensure you have great lighting inside.
  - Avoid a dull background.
  - Remember that every element in the video is part of your visual story. Make it work for your topic.

### 2. Video Setup:

- Decide on scene and set up before you create the video:
  - A landscape (horizontal) video is best for email, websites and events.
  - Portrait (vertical) video is best for Instagram.
- Prepare a smartphone on a stand, tripod, gimbal stabilizer or have a friend hold it.
- Choose Zonta Says NO to Violence Against Women background props.
  - Feature club banners or Zonta Says NO to Violence Against Women placards.
- Plan clothing for video:
  - Orange clothes such as shirts, high visibility jacket, cap, umbrella or shoes.
  - For a business audience or for a membership drive, consider wearing a suit with an orange scarf, shirt or handbag.

### 3. Filming:

- Video equipment
  - Use your smartphone, or the finest recording device at hand.
  - Wearing a collar or lapel microphone helps with clarity of sound.
- Time yourself
  - Read through your message and time yourself for practice.
  - Be comfortable with your words and avoid jargon and long words.
  - Use a large printed script off camera to read if this helps you.

- Standing looks better.
- Speak clearly and succinctly to make a 40-59 second video.
- Remember that others may need to translate your words.
- Use inflection in your voice.
- Talk to the camera.
- Pause for two seconds after the end of the video.

#### 4. Editing:

- Feel free to make several takes to be comfortable with the process.
- Try to make a video in one take.
- However, if you make an error, stop talking and wait a few seconds and then repeat the correct words and keep going.
- This means you will be able to edit or cut out the wrong words.
- It is best not to do too many edits as it may be difficult to understand.

## Social Media Tips

Facebook has highest participation of women over 35.

Instagram is the choice of small business and women under 35.

- How to prepare an engaging post: use a photo - it is “worth a 1,000 words.”
- Social media is not an end destination - it is a beacon to your activities. The purpose is to connect with others.
- Use social media to bring people to you, engage with them, build your external audience and grow your Zonta network.
- What makes a great post?
  - Determine the audience.
  - Have an interesting topic.
  - Show Zonta activities in advocacy and/or service.
  - How do you want Zonta to be seen by the audience, from outside of Zonta?
- Ensure your Zonta club pages are well curated.
- When people respond to a club post, ask them to join the page to grow your audience.
- Share a Zonta post with your own personal comment (e.g., “We build a better world for women and girls”) to build greater visibility of Zonta.



## How to have a safe and productive campaign

- Follow local ordinances for all activities.
- Network with local resources and groups to make a larger impact.
- Stay safe and follow health and safety guidelines.
- Work with a committee who can best focus on your Zonta Says NO actions.
- Work with districts, fellow clubs or other members to make a larger impact.
- Keep focus on activity and set limits on what you can commit via time, resources, energy.
- Not all 16 ways have to be completed by clubs; they are just suggestions
- Share your actions on [ZontaSaysNO.com](https://ZontaSaysNO.com).
- Know that you are making a difference!

## Thank you for saying NO!

Thank you in advance for your support.  
We look forward to seeing our Zontians in action!

If you have any questions, please contact  
Zonta International Headquarters at [pr@zonta.org](mailto:pr@zonta.org).

# #ZONTASAYSNO