Types of Fundraising Events

Other Events

• Zonta Club of Roseburg (Sporting Event)
• Zonta Club of Lund (Seminar)
• Zonta Club of Soden- Kronberg (Music Event)
• Zonta Club of Heidelberg Kurpfalz (Talking Event)
Zonta Club of Roseburg Fundraising Event

- **Name:** Rosa Mohlsick
- **Email:** rmohlsick@gmail.com
- **Organizer:** Rosa Mohlsick VP, Pam Bunnell Nominating Committee, Gail Trimble Treasurer, Connie Benham Immediate Past President, Carolyn Kemp Two Year Board, Karen Kohlman
- **Club:** Zonta Club Roseburg Area, Oregon USA
- **District:** 8
- **Event Type:** Iron Woman Fundraiser: Multi-sport event (target shooting, horseshoes, bowling, golf, yard games)
Zonta Club of Roseburg
Overview

• Since it is a recurring event, it builds from the previous years in terms of attracting more teams and sponsorships. It also allows the club to make improvements to the event in terms of streamlining publicity, sponsor requests & thank you’s plus improve logistics based on what is found to be successful or not.

• The funds are for the Zonta Foundation and used for the Hand Up program. Additional package inserts note that the proceeds are used to help the Zonta Club of Roseburg Area support the Hand Up project which assists women in need of education, role models, mentoring or other needs as they seek personal and professional improvement.
### Zonta Club of Roseburg

#### Planning

<table>
<thead>
<tr>
<th>Number of days before the event was the planning started</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target audience</strong></td>
<td><strong>Women over 21</strong></td>
</tr>
<tr>
<td><strong>How was the purpose of the funds explained to the target audience?</strong></td>
<td>Advertisements noted: Funds used for Zonta Foundation Service. Participant packages offer the opportunity to provide additional information about ZI and the local club via handouts/fact sheets/newsletters</td>
</tr>
</tbody>
</table>
Zonta Club of Roseburg Promotion

<table>
<thead>
<tr>
<th>Ticket price</th>
<th>$150 per two person team</th>
</tr>
</thead>
<tbody>
<tr>
<td>How was it advertised?</td>
<td>Local newspaper, radio, flyers, club newsletter and website, word of mouth</td>
</tr>
<tr>
<td>Did the event have media coverage? Please describe.</td>
<td>Had pre-event coverage in the newspaper and on the radio. Primarily paid advertisement but also some free plugs.</td>
</tr>
</tbody>
</table>
# Zonta Club of Roseburg
## Financial Overview

<table>
<thead>
<tr>
<th>Target goal for fundraising</th>
<th>$4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total funds raised</td>
<td>$3,055</td>
</tr>
<tr>
<td>How many of these funds were donated to the Zonta International Foundation</td>
<td>ALL</td>
</tr>
<tr>
<td>How the funds were raised (tickets, raffles, auctions, solicited gifts...)</td>
<td>Entry fee, sponsors, direct donations</td>
</tr>
</tbody>
</table>
Zonta Club of Roseburg
Successes/Challenges

• The event has grown, and has successfully raised over $3,000 per year.
• Because participants spend the day with Zonta members, the event has also attracted a few new members.
• The event is unique in that it is a multi-sport event, thus provides sponsors with something unique to support.
• Advertising does send the message that the funds are used for the Zonta Foundation.
• Being a multi-sport event, different venues have to be secured: shooting range, bowling alley, putting green, vineyard, and a bus for transporting the teams.
• Events also have to be on time so that you arrive at the various venues at the reserved time.
• Securing all the venues on an appropriate early fall date is difficult—too early and it can be too hot too late and you run into other scheduling conflicts that people are committed to attending or the weather can be bad.
• The event had to be cancelled in 2015 when a tragedy hit our local community college and was difficult to reschedule.
Thank You For Reading This Fundraising Story
Advocacy Committee
Zonta Club of Lund
District 21, Sweden
Be Informed and Make Impact – a local advocacy project

• The Zonta Club of Lund participated in the Nordic Conference “New Actions on Women’s Rights”.

• The club decided to strengthen the Zonta advocacy goal at the local level by following up the conference with seminars on current equality questions.

• 2015 the Club Advocacy Committee initiated seminars for interested club members, and arranged a public seminar, with invited representative from the local government. The seminars continued during 2016 and a public seminar was arranged once more.
Purpose with the Seminars

• Create a long-term club advocacy strategy to make impact for obtaining equality, and preventing violence against women.

• Increase advocacy knowledge among the club members.

• Show Zonta as a credible partner by public seminars

• Inspire other Zonta clubs in their local advocacy work.
Club Seminars

Focus
Presenting and discussing national reports and actions for obtaining equality, and preventing violence against women.

Form
• Nine club seminars were arranged during 2015-2016.
• 6-10 club members participated at each occasion.
• One or two members prepared a presentation of the reports to be discussed.
Public Seminars

City Library of Lund on March 8, 2015 and 2016

2015 focus on 20 years after the Beijing Conference

2016 focus on Agenda 2030
Successes/Challenges

• Strengthened our club’s ability to participate in advocacy work on local level.

• Showed that Zonta is a credible and informed partner in local advocacy work.

• Confirmed that advocacy is an important part of Zonta’s work on local level.

• Engaging more club members in the club seminars.

• More obvious information and focus on Zonta advocacy work at club meetings leading to discussions at the dinner table,
Be Informed and Make Impact!

Thank You For Reading
This Advocacy Story from the Zonta Club of Lund, Sweden
Thank You For Reading This Fundraising Story
Zonta Club of Bad Soden- Kronberg
Fundraising Event
Zonta Club of Bad Soden- Kronberg

• Zonta Club of Bad Soden-Kronberg (District 28, Area 2, Club 1179)

• ZC or Bad Soden-Kronberg displayed a charity concert of young performers performing classical music.

• The concert was moderated by a well known radio Speaker
Overview
Zonta Club of Bad Soden-Kronberg

• Overall it was an event focusing on young women (and men musicians).
• This was a recurring event, we try to do a concert every other year.
Planning
Zonta Club of Bad Soden- Kronberg

• This Charity Concert event took 4 months of preparation
• Board was involved with logistics – such as Poster, Flyer development, Concert room rental, bar and shift planning
• PLUS 2 club members (musicians) with connection to outstanding young musicians organized the content and musical part
• YWPA Committee planned and conducted the award ceremony together with the board
• Target Audience was all people interested in classical music AND YWPA candidates and their families
Promotion
Zonta Club of Bad Soden- Kronberg

• We set up posters and distributed flyers around town, sold tickets at the New Years Reception.
• Radio Coverage
• Press Releases
Financial Overview
Zonta Club of Bad Soden- Kronberg

• Price per ticket was 25 EUR (next year’s Budget: 500 EUR (Print of material, roses for artists, presents for YWPA candidates were donated)

• Total Funds Raised: 4,000 EUR
Successes/Challenges

Zonta Club of Bad Soden- Kronberg

• 200 Guests enjoyed classical music. All active club members were present at the event and everybody helped very actively. The YWPA award got a lot of coverage in the press and was connected to our Zonta Club. This was the first time our club gave away the YWPA award.

• Combining the ZISVAW project with the YWPA ceremony. Audience was very mixed, as some came for the YWPA ceremony and were not prepared to sit through a long classic concert.
Thank You For Reading This Fundraising Story
Founded in 1985, District 30 of Area 02, club number 1126
Chairman of the CV), Julie von Gemmingen (Chairman Zonta Club), Birgit Green (Head of Department Social Services), Christine Schattner (Zonta Club) and Hubert Herrmann (Managing Director CV) Children from Catholic Kindergarten St. Nikolaus had many colorful packet packed for needy children in Heidelberg to prepare this a Christmas joy.
The Zonta Club Achievement Award for the best social project of its Area was bestowed to the Zonta Club Heidelberg KURPFALZ at the International District Conference 2011 held in Varna, Bulgaria.

Dr. Brigitte Spielmann President 2008-2010 li.and Dr. Anne-Kathrein Massner, chairman of the Social Committee received the Award to the Zonta Club Heidelberg KURPFALZ for its social project "AGE POVERTY AND WOMEN"
Since 2008, the Zonta Club Heidelberg KURPFALZ has “future talks” shows as biennial event.

This series of 'future talks' are big fundraisers where prominent personalities are invited to talk about a subject relevant to Zonta/Women’s rights.

This a recurring event and there are many repeat visitors.
◊ **Film Festival 2015 was** Inspired by the establishment of the first auxiliary funds for 'aged poor women' organized by the Zonta Club Heidelberg KURPFALZ in 2007

◊ Eight Zonta Clubs of Rhine-Neckar for several years, jointly held Film Festival Ludwigshafen for 'old-age poor women'.

◊ The proceeds of this fundraiser also benefitted various projects of each club, to deal with the increasing age poor women
◊ The last fundraising event in the series 'future talks' took place in February 2015 at the Print Media Academy in Heidelberg.

◊ Guests were Gero von Boehm, a famous journalist and Dr. hc Petra Roth, former mayor of Frankfurt.

◊ The Zonta Club Heidelberg KURPFALZ celebrated at the same time its 30th anniversary.
Overview

◊ Target audience 40+ men and women

◊ The purpose of the funds and beneficiaries were stated in the invitation

◊ Funds were raised thru ticket sale and donations

◊ Location: Heidelberg

◊ Finger food and drinks were served
Planning

◊ Number of days before the event was the planning started: One year

◊ Led by the president with some members participating
Promotion

The purpose of the fundraising activity was clearly stated in the invitation.

◊ How was it advertised?

Personal invitation and email to all club presidents in the Area

◊ Did the event have media coverage? Please describe.

Newspaper article in the local paper
HEIDELBERG

30 Jahre Zonta-Frauen
Zum Jubiläum des Zonta Clubs kan die ehemalige Frankfurter Bürgermeisterin Petra Roth

Von Marion Gottlob


Fehl hatten die Mitglieder des Zonta Club Heidelberg-Kurpfalz verpasst, dass die Altersarmut in den kommenden Jahren zunehmen wird, so jedenfalls die Prognosen. dass vor allem Frauen davon betroffen sind und auch in Zukunft sein. Wenn es ihnen nicht gelingt, durch eigene Berufstätigkeit finanziell unabhängig zu sein und entsprechende Rentenansprüche zu erwerben.
# Marketing Materials

<table>
<thead>
<tr>
<th>How was it advertised?</th>
<th>Personal invitation and email to all club presidents in the Area</th>
</tr>
</thead>
</table>

The buttons Heidelberg helps' are available for a minimum donation of 5 euros to over 100 outlets in the city of Heidelberg.
Financial Overview

◊ Target goal for fundraising 15 000 €
◊ Total funds raised 15 000 €
◊ Donated to ZIF 3 000 €
◊ Budget 5 000 €
◊ Ticket price 58 €
Successes/Challenges

Funds were raised to support our on-going project “Old-age poverty and women”

Getting support from the club members
◊ Guests and donors were aware of where the funds would be utilized. They know that it was a specific fundraiser for old/aged poor women.

◊ An on-going project (“Old-age poverty and women” has been going for nearly ten years), it attracts continuous donations and establishes a greater visibility for the club.
Organizing Committee

Julie von Gemmingen

Email: praesidentin@zonta-heidelberg-kurpfalz.de
Thank You For Reading This Fundraising Story