

ZONTA INTERNATIONAL – NORTH AMERICAN INTER-DISTRICT MEETING

Minneapolis Minnesota **June, 12-14, 2015**

PowerPoint presentations are available at

<https://www.zonta.org/ZontaEvents/ZontaNorthAmericanInterDistrictMeeting.aspx>

Presentations for Pre-NAIDM Leadership Development Training

From Conflict to Win-Win

Jacquie Gudmundsen, Zonta International Leadership Development Chairman

Don't settle for compromise. Always shoot for WIN – WIN

1. Determine there is a conflict
2. Assess issue and relationship – mutual respect, active listening skills required
3. Identify positions (what does each want) and interests (common and differing points of view)
4. Diagnose basis of conflict: Facts, Goals (desired outcome), Methods (process), Values (personal beliefs)
5. Be creative - Generate Evaluate Modify to achieve win-win
6. Formalize agreement – everyone leaves room with same understanding

Leading with GRACE: Gratitude, Respect, Acceptance, Consistency and Excellence

Shelli Cutting, Zonta International Leadership Development Committee

Leadership is NOT about YOU. It's about teamwork, helping others, caring, achieving quality outcome.

See definition of pseudo leadership – it's why members leave, clubs disband.

Gratitude – be sincerely generous with your thanks, especially to volunteers and supporters

Respect – be inspiring (coach), a good steward (integrity) and effective problem solver

Acceptance – of yourself (you don't have all the answers) and of those you work with (encourage, be grateful)

Consistency – be organized, meet obligations, show understanding/concern, actively listen, involve people

Excellence – find mentors for yourself; ask people to step up. No perfect leader – all are works in progress.

Stepping up to Leadership

Kathleen Douglass, Zonta International Leadership Development Committee

Growing leaders is critical to strategic planning, success of clubs

Elements - model the way, inspire shared vision, challenge the process, enable others to act, encourage risks.

Welcome ideas, invite clarification, maintain focus, stimulate discussion, make decisions as needed

Motivations to take leadership role: grow in learning, develop new skills, gain insights, make a difference

Culture - build on strengths; be mentors, coaches and guides; manage change & continuous improvement

Development – identify needs; hold trainings; provide opportunities to practice skills, attributes, knowledge; acknowledge growth and say THANK YOU to those who say YES.

Keynotes

Zonta Today

Maria Jose Landeira Oestergaard, Zonta International President

Leadership Development should be a standing committee – focusing on governance, people and impact – to ensure we are setting ourselves up for success in club growth and expansion.

My Role as President-Elect

Sonja Hönig Schough, Zonta International President-Elect

Membership growth and retention is key – club resources available and more to come at Zonta.org

Why Zonta?

- Identity capital – investment in who you are (skills, jobs, interests, etc)
- Ties to influential women, locally and globally
- Engagement in projects that change people's lives

NAIDM Presentations

Zonta Leads in Advocacy

Advocating for Women's Empowerment Principles

Sherrill Mulhern, Zonta International Advocacy Committee

Cities for CEDAW-

Bobbee Cardillo, Zonta International Advocacy Committee

CEDAW (Convention for the Elimination of All Forms of Discrimination Against Women), which affirms principles of fundamental human rights and equality for women around the world, was adopted by UN in 1979 and went into effect on 9/3/81 after 20 nations signed it. As of 2015, it has been ratified by 113 of 194 countries in UN, but still not ratified by the U.S.!

While the U.S. was active in drafting CEDAW, and was signed by President Jimmy Carter in 1979, it has failed to be brought to the floor of the Senate. In 2009 President Obama asked Senate to vote on ratification of all human rights treaties, including CEDAW; in 2010, ZI President Dianne Curtis sent letter urging ratification to Judiciary Subcommittee on Human Rights and the Law; District 3 was active in trying to move this through. And still expectations are that this Congress will not vote on CEDAW.

We need to continue to advocate for passage of CEDAW – updated tools available on Zonta.org – but in the meantime we can join with other organizations to support implementing CEDAW principles in local government: Cities for CEDAW.

In the past 15 years San Francisco, Portland OR, Berkeley CA, Hawaii and others enacted “ordinances” which are short-lived. These should be “Binding resolutions.” More cities counties have begun the process of reviewing the “C4C” planning with the hope of adopting CEDAW, and Zonta clubs are active in several of these. Boston is on the list. District 1 clubs, especially in Area 4, should look into this! See last several pages of PPT (on zonta.org) for suggestions and resources.

During the discussion, we learned that New York City is currently working on this, and the Zonta Club of NYC would like to participate, but they are a small club and don't have the \$1000 required to be part of the process. A number of participants at this session opened their wallets and gave the president more than \$300 to help them toward that goal!

Design-Build a Plan for Advocacy

Betty Houbion, Zonta District 11, Zonta Club of Myrtle Beach, South Carolina, USA

PR for Advocacy Efforts

Katherine Cleland, Zonta International PR&C Chairman

Influencing people for or against a cause – target audience, research, understand needs, take action

Who can make it happen? Influencers, decision makers (allies and opponents)
What will motivate them? Appeal to self-interest; tell a story; evidenced based/their point of view
How to be sure it's heard? Choose right format: in person, print, electronic, social media, drama
Conference/workshop: Eventbrite register, invite decision maker, email media, hand out call to action
Use Leaflets: 1/4 page, picture, reminder of why, **call to action** (call, write, sign, join, come) , follow up
TV, News radio, Local tips: newsworthy, controversial and compelling - direct to specific reporter
Twitter: local press love this medium (follow them too and retweet relevant stories)
Measure success – Google Analytics, Facebook Insights,
Need help? Ask Community College for intern.
NOTE: Katherine looking for pictures from each club showing members and others actively engaging in service or advocacy efforts. D1 CLUBS - send to PR/Communication Chair: jennifer.millar@gmail.com. The best three will be sent to ZI and used on the updated website.

Zonta Leads in Service

Service in Zonta: What's Your Best Kept Secret?

Joan Westcott, Zonta International Service Committee

Zonta Service = “hands on” projects that fit our mission – to improve the legal, political, economic, educational, health or professional lives of women. They should be engaging to members, address a current need, create visibility and be fun. Involve like-minded partners to get the most bang for the buck. Refresh projects that don't meet these requirements. **See specific suggestions from participants at the end of this document.**

Making a Big Deal of a Big Deal

Denise Keipert, District 15, Zonta Club of Fenton Area, Michigan, USA

Beijing+20: What it means to service in Zonta

Leslie Wright, Zonta International UN Chairman

What's happening now at U.N. with respect to CSW:

- U.N. is looking at “Post 2015 Development Agenda”, that is where we go next with the Millennial Development Goals set at the Beijing Convention. Resource: <http://www.un.org/en/ecosoc/about/mdg.shtml>
- History of MDG:
 - 1974 – UN Year of Women
 - 1975 – World Conference on Women in Mexico City
 - 1980 – Copenhagen Conference
 - 1985 – Nairobi Conference
 - 1995 – Beijing Conference and Declaration
 - Twelfth item about “Girl child” added later
- Zonta's Role was “huge” – we participated in all the meetings, and PIP Helvi Sipia was especially active. Today more NGO's are participating in CSW than ever before.

What has happened since the Beijing Declaration?

- We have achieved improvements in MGD, “Promote Gender Equality and Empower Women”
- Armed conflict has undone a lot of progress made in certain areas
- Work has begun on Post-2015 Development Goals

- Zonta “Mantra” (i.e. vision) - mentioned in President Maria Jose’s speech, with emphasis on “Goal 5”, “Achieve Gender Equality and Empower All Women and Girls”.

What this means for Zonta Clubs: Step it up! It’s time for ACTION! It’s time for SERVICE. Zonta’s goals and MDG’s provide a roadmap. Local projects should Projects that: improve women’s legal rights; provide education for women and girls; improve women’s health; improve the economic status of women; end violence against women; and enhance women’s self-esteem

e-clubs and Service

Kerry Ann Dixon, Zonta International Membership Committee

USA 1 Club uses [Zoom.us](https://zoom.us) as meeting platform. Meetings are recorded, put in [DropBox.com](https://dropbox.com) for absent members to access. About 10 other email clubs in formation – including two in Canada, three in US, one in Germany for former Golden Z members. E-clubs can be good strategy for clubs considering disbandment – members could convert to e-clubs instead of dropping out of Zonta or trying to find a club nearby (good for areas where clubs are not plentiful). Service – each member can pursue service and the collective efforts of all can be recognized or a common project can be selected and members can work locally on it (such as working with Girl Scouts, or a shelter for abused women or any other group with a common mission) In Uruguay the e-club is working on Human Trafficking education project by doing TV and radio interviews in members' local areas. USA-1 Club s developing a scholarship and making a commitment to ZIF plus they use the service concept of individual projects that are reported on periodically by all members

Zonta Leads in Governance

Zonta Board Basics

Kathleen Douglass, Zonta International Leadership Development Committee

Engaging and Productive Club Meetings

Shelli Cutting, Zonta International Leadership Development Committee

Great meetings start with the leader being organized, having a vision, involving others, thinking outside the box, open to new ideas, using tools, getting feedback from members, asking for ideas and help. Engage members with good use of their time, words of affirmation, acts of service , physical touch. Deliver benefits – enhance personal development, social interaction, celebrate, have fun. Tools - use consent agenda, visuals of our international work, education topics, healthy debate, stick to meeting times, ask the least heard, use technology and surveys. See sample agendas.

Parliamentary Procedures

Patricia Palm, Zonta International Parliamentarian

One of the sessions I attended was Parliamentary Procedures by Patricia Palm, Zonta International Parliamentarian. I thought this session might be boring - but little did I know! The session was played by us as Jeopardy contestants. Pat would give us the answers and we had to ask the right question. I was amazed at what I knew, and learned so much. Of course the US uses Roberts Rules of Order - but our manuals. I was happy to hear that we didn’t have to make motions to accept the treasurer’s report

- only that we need to say that we are including it for audit - and that if we send out all committee reports by mail or email 2 weeks prior to the meeting, it would save much meeting time.

Managing Meeting Challenges

Carol Pasanen, EdD Presenter

No matter the size of the organization, there is always the potential for conflict. It's the job of the leader to ensure that the discussions stay positive, and respect all participants. Promote "positive conflict" by creating a safe environment where people can speak their minds, encouraging everyone to share their thoughts (don't let any one person dominate), using tools like pros/cons, evaluation sheets, grids to evaluate ideas; and setting ground rules at the start of the meeting/discussion **and be prepared to enforce them.**

People, location/room, time and content can affect how challenging a meeting is. The discussion focused on "people", specifically people who argue, dominate, have "side meetings". Carol provided tips for dealing with each of these situations (all on PPT). For example: Thank them for their contribution. Use a 2-minute silence as a time to reflect. Food and beverage make a meeting better. Sit in a circle so everyone is equal. Listen. Build on agreements. Avoid placing blame and accusations. It's about a win/win scenario and resolution of a challenge. Communicate respect. Be professional. Disagree with ideas, not individuals. Use humor. Don't tolerate personal attacks.

Tips for a Good Meeting:

- Take minutes
- Subject is clear
- Limit time for meeting
- Limit time for presentation and discussion
- Review results

And one last tip: start meeting with a "positive round", asking people to answer questions like:

- Name one thing you've accomplished since our last meeting
- Name a person who has helped you in the past month
- Mention one thing you're looking forward to in the next week/month
- What's the funniest thing someone told you in the last week

Zonta Leads in Fundraising

Fundraising Secrets – Understanding Fundraising

Karen Macier, CFRE Executive Director, United Way of Seneca County

Donors give to meet critical needs (a disaster, epidemic, etc.), to make their community a better place, because they believe in giving back and because they have been asked (#1 reason given).

Millennial give on the basis of achieving outcomes – need measurable proof of what is achieved by their support. Relationships are important – keep donors informed, thank them, give them reasons to trust you. Diversify your sources of income – one event may not carry it all and meet all financial needs

Planning an event – set realistic goals; get corporate support – should be a good fit between organization and sponsorship needs; design a dynamic experience; event should reflect your brand/mission/goals – tell your story; promote – lots of promotion

Most giving is 80% emotion, 20% rational

Fundraising is not selling; it is a team sport

Celebrate your successes – focus on results, impact you make
It is always about the donor!

Identifying and Nurturing Donors

Bonnie McArthur, President, Zonta Club of Pontiac North Oakland, Michigan, USA

The largest pool of potential donors are individuals – examine your circle of influence and determine to whom to reach out – friends, family, neighbors, business contacts, who supports your mission, etc. Need to tie all events/requests for support to mission of the organization; make a case for your cause.

Donors must believe in your cause, have an opportunity to make a difference; they evaluate your leadership and the use of their gift and give again based on that.

Large donors might be enticed by a free membership or other give away.

Using Social Media to Boost Giving

Brenda Fraser, Zonta e-Club of USA1

Cross promote to maximize exposure – Web page, facebook, LinkedIn, Twitter, You Tube (stories of volunteers, event highlights, success stories, etc.) Model: www.zontacluboftraversecity.org/

Community engagement: pictures, frequent postings, member profiles, ask friends to like; show gratitude to sponsors and donors in public places (likes or flower bouquets)

Facebook: Create buzz - use event pages and link to online registration pages – Web and EventBrite

Twitter: Link to facebook; use hashtags #ZontaDistrict1 #ZontaQuaboagValley

Web: Engaging photos and quotes

Email lists – collect email addresses of donors and fans

Get coaching from interns at local community colleges; share with other clubs

Why We Give

Jacquie Gudmundsen, Zonta International Leadership Development Chairman

Zonta International is a leading global organization of professionals empowering women through service and advocacy. 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. Our vision is not yet a reality.

Financial planning for the Future

Mari McKenzie, District 15, Zonta Club of Saginaw, Michigan, USA

Other notes from networking that clubs might like to consider

- Attract young professional by talking about Identity Capital – an investment in who you are /your career toolbox – collection of skills, jobs, interest, knowledge accumulated over time; the benefit of ties to influential women – locally and globally; and engagement in projects that change people's lives.

- Conference Fund – pool of money used to send more people to District and North American Inter-District meetings; because once they go, they will be hooked. Fund with money collected from projects like tag sales, etc.
- Consent agenda – standard meeting items sent out in advance in newsletter or email. If no motion to discuss, accepted as is and move on.
- Eventbrite.com may be considered for large events. It's free for organizers to use Eventbrite as long as you're not charging for tickets! There are no monthly charges, enrollment costs, or setup fees—and Eventbrite gives you access to powerful reporting and promotional tools, mobile sales and box office features, and 24/7 customer support. If you're charging for ticket sales, Eventbrite charges 2.5% of the ticket price plus \$0.99 per ticket, plus a 3% payment processing fee in U.S. dollars. If you sell tickets on-site with their Eventbrite Neon or At The Door mobile apps, only the payment processing fee applies.
- Ending a meeting a great note: “What is the best thing that happened to you today?”

NEXT NAID: June 2017 in Washington D.C. area

Service in Zonta

As promised I am attaching the information shared by the groups in the “Service in Zonta: What is your best kept secret?” workshop.

I hope I have reproduced all of the comments correctly. There were a very few duplicates that I did not include. Some of the clubs identified included their district number.

There are a couple that are fundraising rather than hands-on service but I have included all ideas provided.

I hope you find this information useful for your discussions with your club/district. Should you have any questions, please feel free to contact me.

I urge you again to ensure that your club and your district submit projects for consideration for the Service Recognition Awards at the Nice Convention. You will need to start work on the nomination in September as the club projects must be submitted to your Governor in December.

Joan Westcott

Member, Zonta International Service Committee 2014-2016

Member, Zonta Club of Kitchener-Waterloo, District 4

North American Inter-District Meeting June 12 – 14. 2015

Service in Zonta – What is your best kept secret?

Can you identify Zonta service projects for each of these areas?

	Title or description of project	Club name / district
legal	Work with local police department with trafficking women	Bangor ME D1
	Trained as court advocate for women in area courts	Collins Co D12

	Violence prevention center – legal fees, donate items	Mascoutah IL D6
	ICA – work with hotels to house men if necessary	
	Partner with legal aid in fundraising – table captain at annual fundraising efforts	Zonta Cub of St Cloud
	What every woman needs to know – wills, trusts, emergency numbers etc.	Sanibel/Captiva D11
	Six clubs in Hong Kong drafted a position paper to government on government ordinance on violence against women – were invited to present and submit to government	Hong Kong
	Documents every woman needs – legal documents, medicines on the fridge	
political	Help women get registered to vote	
	Educate women on voting rights – training on voting registration (how to register, id cards etc.) e.g. League of Women Voters – then go to shelters- transport women to vote	Madison WI D6
	Campaign school to encourage women to run for government office – club works on the planning committee with other partners, provides funds	Kitchener-Waterloo D4
	Take Back the Night walks	Mancato Toronto D4
	Walk a mile with service organizations	Mancato Toronto D4
	Work with shelters to get picture id for voting	
economic	Local shelter – work with women to get back on their feet to learn simple life skills	Columbus Ohio
	Financial literacy – workshop for low income women to go one step beyond basic life skills	
	Haiti – teach skills to earn a living	Cape Girardeau D7
	Educate in finances, checking, saving, budgeting – how to use your resources effectively	
	New beds for women leaving domestic violence	Grants Pass D8

	Baby showers for women in drug abuse , rehab house of hope	
	Sponsorship to empower teenage mothers, scholarship to enable them to go into the workforce	Kowloon D17
educational	Haiti – translate domestic violence and health information to their language (Creole)	Cape Girardeau D7
	Haiti – help build a school	Cape Girardeau D7
	Scholarships – non-traditional	Lenawee Co D15
	Partner with literacy group – collect books for children	
	Partner with girl scouts – STEM workshop	
	Women who have completed drug treatment	Pontiac MI D15
	Tutoring – helping women with reading	
	Purchased and placed a little library	Austin MN D7
	Through the eyes of a child: domestic violence	Quaboag D1
	Scholarships for women coming out of polygamy	Salt Lake Area D9
	Klausman and Young Women in Public Affairs	
	Fundraise for a scholarship to send girls to STEM camp	Moncato
	Fund girls in grades 7/8 to attend summer institute on human rights, empowerment	Cheektowaga-Lancaster D4
	Money for women entering the workforce	
health	Personal care kits to local shelters	
	Mothers Helping Mothers program – provide diapers as state/federal funding does not cover	
	Birthing kits	
	Haiti – medical and dental trips	Cape Girardeau D7
	Breast cancer pillows for under arm	Ultrea NY Metro Detroit
	Partner with breast cancer center and furnish a room, support bus transport	Ultrea NY Metro Detroit

	Welcome kits for homeless female veterans in shelters – household items Soldier on Women’s Advocacy	Quaboag D1
	Program for teenage mothers – mentoring on education and health	
	Partner with YWCA – girls on the run	Moncato
professional	Combining meal at the shelter with a professional clothing drive and/or resume creation/update and how to search jobs online, interview skills etc. Getting and keeping a job, every 90 days as women cycle out of shelter and/or program	St. Cloud D&
	Providing business clothing	
	Workshop on how to write a résumé etc.	

Service in Zonta: What is your best kept secret?

How can we help clubs refresh their service project. or choose a new one, so it fits the mission of Zonta?

restrict money to benefit women and children only

have clubs sit down and evaluate their projects to make sure they fit the mission

Current project – Utah D9 – Collect spices for the Local Soup Kitchen

New project – locate/contact women’s shelter – provide a kitchen basket to women leaving the shelter, containing spices and kitchen items

Current project – book for newborns – provide young women leaving /transitioning out of local shelter with books

buy/provide workbook required for the program

gift card to local book store

so it engages the members?

Have a meeting focused on service first, ZI service projects; then ask members to suggest ideas in each of the six categories that fit the criteria. Getting members buy in based on the suggestions coming from them

Be flexible

Be open

District 4 eclub – members with less than three years in Zonta create their own project – creates involvement with new members

Start from ground zero to start a project

Do a survey of members to see what members want to do. Give everyone a chance to voice their opinions

Flexibility – make service projects to fit with members' time schedule work with like partners and represent Zonta individually or with the group

so it addresses current needs of the community?

Educate clubs through area meetings, Presidents' meeting on the focus and intent of service project

Speakers to address where the needs are – have discussion on how issue applies to clubs, community

- Checklist to look at community – how is it changing?
- “signature“ projects – do they meet the mission of Zonta?
- Refresh with International information – can the service from the club make a difference or is the contribution from Zonta insignificant because the project gets so much now?

so it involves like-minded community partners?

What are the needs of the local community?

Find organization with different resources than Zonta

Volunteer match – to find organization that is like-minded

Checklist on service scorecard

- 1) start with mission – club's strategic planning
- 2) projects – do they fit?
- 3) what do we want to do – small clubs – joint efforts – double impact

Worth discussing:

Conference fund - raise money to send members to meetings, conferences

Consent agenda – standard meeting items sent in advance; no objection, accepted as is

Eventbrite – for Silent Auction and other big event meetings

Meeting closure or opener – what is the best thing that happened to you today?

