

ZONTA STRATEGIC PLAN 2010 and Beyond

OUR GOAL: WOMEN EVERYWHERE ARE HEALTHY, HAPPY AND SAFE

Zonta International challenges us to “advance the status of women”, and at the local level we interpret that mandate. Our intention is to improve the lives of women through the efforts of our local service club. Following our planning retreat on May 25th (see attached for details) the following are proposed as goals for the coming club year (in no particular order). **The assumption underlying these goals is that a strong club is the best vehicle for achieving the ultimate goals of our organization.**

1. ZONTIANS ENTHUSIASTICALLY ATTEND ENGAGING MEETINGS

- a. Meeting place and day are varied to accommodate member schedules
- b. Less administrative work is done at the general/program meeting, and more is accomplished at the board/business meeting
- c. Programs are engaging with themes that:
 - i. Inform members about women’s issues and programs
 - ii. Nurture membership through fun and friendship
 - iii. Provide resources and tools that enhance our effectiveness in club work and professional lives

2. ZONTA PPA FOCUSES ON DIRECT SPONSORSHIP OF SERVICE PROJECTS

- a. Human Trafficking Committee is formed, which
 - i. Develops goals
 - ii. Formalizes its relationship with the Human Trafficking Task Force of Southern Colorado (HTTFSC)
 - iii. Provides support for the purposes of the task force
 - iv. Assigns a Zonta PPA member to attend each task force meeting
- b. Education of women is recognized as a primary vehicle to advancing the status of women
 - i. Service Committee develops a recognition and award program with input from members

3. MEMBERSHIP GROWS TO 30 OR MORE

- a. Zonta PPA sponsors an International Women’s Day in collaboration with other women’s organizations and open to the community
- b. Zonta PPA holds a membership meeting that is attended by 50 or more and results in 3 or more new members
- c. Zonta PPA meetings, service and advocacy efforts are widely publicized in media outlets
- d. New public relations tools are developed—Constant Contact, Facebook, etc.

4. IMPACT IS HEIGHTENED

- a. Zonta PPA distributes \$20,000 or more to selected programs/activities
 - i. GSB nets \$25,000 or more in 2011
 - ii. Nut sales net \$3,000 or more in 2011
 - iii. New fundraising ideas are considered for implementation in 2012 or beyond
- b. Members participate in Zonta-sponsored direct service activities
 - i. Sanctioned activities are expanded to reflect member interests
- c. Members use their voices to effect positive change for women
 - i. Legislation is tracked
 - ii. Advocacy is encouraged