

District 12 Biennial Goals 2012-2014

□ Credibility & Visibility

Goal: Zonta International is the organization of choice for those committed to advancing the status of women through service & advocacy

Objectives:

- ✓ Increase organizational visibility through more extensive external PR efforts
- ✓ Promote Zonta International's Service & Scholarship programs more extensively
- ✓ Improve District 12 websites
- ✓ Increase use of social media tools

□ Leadership

Goal: Knowledgeable, inspirational leaders enhance the capacity of the organization to achieve its mission, and to motivate its members to participate at all levels

Objectives:

- ✓ Provide training & leadership opportunities for District 12 members using various technologies & techniques

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□ Membership

Goal: Increase membership by retaining & recruiting members who believe in Zonta's mission

Objectives:

- ✓ Achieve a net increase in the number of members each biennium

Indicator:

- ❖ Add 1 *net* new member to each club in 2012 & in 2013

□ Advocacy

Goal: District 12 is a leading advocate for the rights of women and girls

Objectives:

- ✓ Partner with like-minded organizations to promote Zonta's mission
- ✓ Take advantage of legislative activities to develop initiatives at the District, Area, and Club levels