

# District 12 Strategic Plan 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

# District 12 Strategic Plan 2012-2014

## □ 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

## □ Service & Scholarships

*Goal: Zonta's service programs reflect & enhance its mission*

Objectives:

- ✓ Seek out appropriate opportunities to promote ZI Service, ZISVAW & Scholarship programs
- ✓ Clarify how District 12 scholarships work & how the money is distributed

## □ 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

# District 12 Strategic Plan 2012-2014

## □ Zonta International Centennial

*Goal: The centenary of Zonta International is an opportunity for District 12 to celebrate our service & advocacy for women, the focal point being November 8, 2019*

Objectives:

- ✓ Develop & implement a District 12 history & archiving project

## □ Infrastructure

*Goal: District 12's governance structure facilitates the achievement of its mission*

Objectives:

- ✓ District 12 operates within its Policies & Procedures manual, and the Zonta International bylaws
- ✓ District 12's structure is effective & responsive as demonstrated by efficient decision-making, effective communication, excellent cooperation, and leadership

*Goal: D12 has sustainable financial resources that support current activities & provide for long term growth*

Objectives:

- ✓ Revenue covers expenses
- ✓ Appropriate fiduciary practices that are in accordance w/ applicable financial reporting standards are in place and are followed
- ✓ Auditors or reviewers consistently report that District 12 is acting in accordance w/ its ethical, fiduciary & legal responsibilities