

Zonta Says NO: The 7 easiest ways for clubs to participate

#1 A. Many clubs already have ongoing projects such as donating to a women's shelter for example, and don't consider them as part of the campaign, because they're not new activities. But they are. You make them part of the campaign by using the campaign logo



or campaign visual along with any piece of communication you produce for the project.

Also, you can use a statement, such as, “The Zonta Club of _____ supports the Zonta Says NO Campaign”, on your home page. The logo allows your members and visitors to directly link to the campaign website for more information. In addition, the logo and statement can be included in your printed materials. You can download the logo and the visual from www.zontasaysno.com.

#1 B. Copy a project from another club.

If you have to come up with something new or if you want to enhance your efforts:

#2 Wear a Zonta Says NO wristband or ribbon on 25 November and during the 16 Days of Activism and be ready to talk about violence against women with colleagues and people you meet. If you can, distribute wristbands and ribbons.

#3 - ideally combined with #2 and any other
Gather data on violence against women in your community, edit the information and add material provided on the zontasaysno.com for various communication opportunities (talk with colleagues, interview with radio station around 25 November, events dedicated to violence against women etc., please see below).

#4 - ideally combined with #2 and #3
Make a donation to a local institution that fights violence against women and get media interested in reporting on the presentation of a cheque etc.

#5 - ideally combined with #2 or #3. Can also be combined with #4
Organize a speech by a local political or scientific expert, a panel discussion etc. where the Zonta Says NO logo, see above, is displayed (invitation, roll-up banner,

slide etc.) and information on the Club's and ZI's activities to fight violence against women are made available to the attendees and media. This could happen via an introduction by the club president or designated member that also reports on ZI and UN Women activities.

#6 - in combination with #2 and #3, maybe #4

Organize a charity walk or run around 25 November and the 16 Days of Activism (see example of ZC Trenton Mercer on zontasaysno.com)

#7 - in combination with #2, #3, and maybe #4

Collect women's shoes in a quantity that represents a group of victims, attach a tag to each shoe with initials and a brief information on the crime committed against the woman. On or around 25 November, display the shoes at a location with pedestrian traffic in your community, e.g. a square (in front of the city hall), a shopping center etc. Of course this will need previous checking with authorities and/or store owners. An Italian club did it successfully a few weeks ago. Please find the information and pictures at zontasaysno.com

#8 – in combination with #2, #3, and maybe #4 and #7

Use an orange band, glued or painted on the ground (compared to the bands marking a marathon or running course) in your community on 25 November to attract attention to VAW. The length might differ: either you choose the length of the main street/course in your town or you link the length to the number of victims. For example: in Hamburg/Germany there are more than 2,000 reported victims of violence against women and girls, so the length of the band will be at least 2,000 meters. Let Zontians from your club accompany the band or have an information booth at a prominent place right beside the orange band, where you inform about Zonta Says NO. Of course this will also need previous checking with authorities, but you'll have good press coverage and a lot of people stopping by.

