

Advocacy involves education & outreach. It can & should involve your whole club, as well as finding other like-minded organizations in your community to work together on important issues. How can **you** make it work?

1. **Club President:** Establish an advocacy committee by appointing a club committee chairman & members. It is helpful to select Zontians who understand policy formation, civic involvement, community action, and, if possible, legislative or public decision-making processes. However, it's like everything else we do in Zonta...if any Zontian has the motivation to learn new skills, she/he can move mountains.
2. **Club President:** Consult with your **Area Director & District Governor** for guidance & ideas and to get your **District Advocacy Chairman's** contact information. Share this with your new Club Chairman.
3. **Club Advocacy Committee Chair:** Discuss the above with your **Club President** and contact your **District Advocacy Chairman** regarding advocacy in your District & Area. Also review the ★resources below. Set up a meeting with the members of your committee to review this information and to begin step 4.
4. **Club Advocacy Committee:** Within the context of *Zonta's Objects* and biennium advocacy goals,
  - ❖ set your committee's goals and recommend advocacy goals & activities to your club. In doing so, you will want to: (a) determine what issues you can & should address in your own community, and (b) see how you can complement and sometimes blend with your club's other goals & activities. You can use the online Advocacy Tool 'Service and Advocacy Scorecard' for this [see ★].
  - ❖ educate yourselves & your club. Being on a Zonta advocacy committee includes being a credible voice to address issues. To be credible & effective, one must get to know good sources of information and policy-making processes.
5. **Club President & Club Advocacy Committee:** Your club plays an important part in achieving the Zonta International advocacy goals (noted on the Advocacy Tools page, see ★]. For example--
  - ❖ Every Club should take action on at least 1 advocacy event &/or issue each year, make such action visible in local media, & report on the results to its Governor & District Advocacy Committee.
  - ❖ Every Club & District should begin to report greater advocacy knowledge & skills among members, and each website (and other communication) show increased advocacy & issue content.

**Note to Club Advocacy Committee:** This biennium, Zonta Clubs & Districts are emphasizing that it is time to seriously address & publicize the global problem of violence against women (VAW) with the 'Zonta says NO' campaign. Your Advocacy Committee should work with your Club PR Committee in this effort (& wear your orange ribbons).

Looking for ideas to set up your own Zonta Says NO project? Here are some suggestions:

- ♦ Partner with another organization to raise awareness and funds for the local shelter or hotline for women
- ♦ Research information regarding VAW in your city/province & communicate with the governing body regarding suggestions to make your area safer
- ♦ Use the arts, sporting events, and other means to Say NO, while also offering that to which we want to Say YES
- ♦ Help mentor & teach non-violent means to solve conflict, then broaden the impact by enabling a module to be available in schools & other locations

★ ★ ★ **ADVOCACY RESOURCES-ONLINE** ★ ★ ★

- ★ <http://www.zonta.org/MemberResources/Tools/AdvocacyTools.aspx> -- newsletters, procedures, articles, CEDAW, etc.
- ★ <http://www.zonta.org/WhatWeDo/LocalServiceandAdvocacy.aspx> (Both are continually updated with Zonta tools & information you can use)
- ★ <http://zontasaysno.com/> -- discover easy-to-apply advice on how to set up a project; see what other clubs are doing and post your ZSN story
- ★ <http://www.unwomen.org/> -- a wealth of information can be found with *UN Women's six Focus Areas* --

★ Violence Against Women	★ Millennium Development Goals	★ Economic Empowerment
★ Leadership & Participation	★ Peace & Security (e.g., Res. 1325)	★ National Planning & Budgeting

- ★ **District websites** [All district website addresses are the same, except for the District number — i.e., [www.zontadistrict32.org](http://www.zontadistrict32.org)] -- You might find: district advocacy platform, district policies, other links & ideas for implementation.
- ★ For further assistance, e-mail [advocacy@zonta.org](mailto:advocacy@zonta.org)