



Long Term - Strategic Planning Committee 2010 - 2012

- Committee Members:

Sheila Davis (chair), Mary Benoit, Denise LaRue, Bridget Masters

- Planning Timeframe is 3-5 Years Out

- Work began in Oct 2010 – Plan complete by June 2012

- Using a Strategy Formulation Process (*Strategic Market Planning* by George S. Day)

- *Environmental Situation (external):*

- ✓ P.E.O., BPW ✓ Rotary, AAUW

- ✓ Optimists, Soroptimists

- *SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis*

- ✓ Very Clear ZI and District 12 Mission Statements

- ✓ Well Run & Accountable International Service Programs

- ✓ Well Defined Scholarship Programs

- ✓ Websites & Social Media Need Improvement

- ✓ Organizational Visibility Needs Improvement Through Extensive PR



Strategy Formulation Process

□ Now in Strategic Thinking & Analysis Phase

▪ *Challenge the Present Strategy*

Pretended to be a very strong “competitor”

❖ Networking Organizations, Small 501c(3)s, ?????

✓ What women in Zonta might leave? - Frustrated for various reasons

✓ How would my organization attract them?

❖ One-on-One Invitations to Meetings

❖ Social Media Outlets

❖ Speakers Bureau

▪ *Suppose you had \$100K to put into the District. How would you spend it?*

✓ Hire individual/firm to develop/deploy new websites & social media needs

❖ (What will social media look like in 5 years?)

✓ Hire a company that works w/ nonprofits to maximize our skills & talents

❖ Skills for on the job also

Strategy Selection

☐ 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

Strategy Selection

□ 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

Strategy Selection

☐ 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

Implementation

➤ Tasks

➤ Time Frames

➤ Responsibilities

A strategy, as such, does not & cannot specify in detail each action that must be carried out. Its purpose is to provide structure to the general issue of the business & its approaches to coping with its environment. It's up to the members of the organization to carry out the tasks defined by the strategy .

(Rumelt 1980)

Next Steps

- District 12 Biennial Goals 2012-2014

(Subset of the Strategies)

- Measurable Indicators Developed by District Board Members
for Their Area of Responsibility