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: To 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 what your Club President & District Advocacy Chairman have provided, and proceed to step 4.

1. Club Advocacy Committee: Within the context of Zonta’s Objects and biennium advocacy goals,

* set your committee 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 and 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.

1. 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 can work with your Club PR Committee in this effort.

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 setup 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

As an additional context for Zonta Advocacy, 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 -- [Hint: all district websites 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 ideas for implementation
* For further assistance, email [advocacy@zonta.org](mailto:advocacy@zonta.org)

*25 June 2013*