I will be returning in March and can see that all booths in box get to all clubs that month.

As for goals, this is much better than anything I would have created:

**Visibility (Public Relations)**

*Goal: Zonta International is the organization of choice for those committed to advancing the status of women through service* & *advocacy*

Objectives & Indicators:

* Increase organizational visibility through more extensive Public Relations efforts and increased use of social media tools.

External Communications Chair -

* Create “Booth in a Box” and distribute to each Area by October 1, 2014. For ongoing support,
  + Provide process for updating/supplementing materials by March 1, 2015 (includes budgetary recommendations/funding process).
  + Create process for “Booth in Box” creation, to be distributed to clubs by March 1, 2015.
* Update District 12 brochure (and any other District marketing materials) by February 1, 2015.
* Order, maintain & distribute District 12 lens cloth / pins, as needed.
* Communicate Zonta International Public Relations initiatives, such as new logo to membership via Public Relations news bulletins and/or Outreach.
  + Secure club & district input on Online Digital Design Toolkit and provide to ZI by February 1, 2015. (note: provides standardized templates for business cards, letterhead, posters).
* Develop a plan for social media (Facebook, Twitter, Skype) use by March 1, 2015
* Develop and distribute tips for news media involvement by August 1, 2015
* Create & distribute monthly PR news bulletins to clubs beginning in xyz. (TBD)

Sue Fuller