

ZontaDistrict12.org

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Governor, 2014-2016

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Happy Holidays to the D12 Leadership team and Club Presidents!

Much has happened for the first 6 months of the 2014 – 2016 biennium. This briefing outlines some of the significant changes. Topics include:

* Updates regarding the Zonta’s mission, vision and theme
* Updates regarding Zonta’s new logo and brand designs – NEW logos available, starting January 5, 2015.
* Celebrating Amelia Earhart in January
* Women’s Reproductive Health Policy
* Zonta says No to Violence Against Women Campaign – report your activity electronically via ZI link
* Statement for the CSW59 (59th Session of the United Nations - Commission of Status of Women)
* Centennial Anniversary Endowment Campaign

Please let me know if you have any questions or need any additional information.

Sincerely,

Marcy O’Toole

Governor, District 12

2014 - 2016

**Updates regarding the mission, vision and theme**

With the bylaw changes made during the Zonta International Convention in Orlando, Florida, the Zonta International Board reviewed Zonta’s Mission, Vision and Theme. After extensive work and review, the following are the new Mission, Vision and Theme.

# **MISSION**

# Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.

# **VISION**

Zonta International envisions a world in which women’s rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, women have access to all resources and are represented in decision making positions on equal basis with men.

In such a world, no woman lives in fear of violence.

# **THEME**

Empowering Women Through Service and Advocacy

**Updates regarding the new logo and brand designs**

Once the Mission, Vision and Theme were modified, the Zonta International board also reviewed the logo and brand. Working closely with a Public Relations consultant, the ZI public relations committee found key workds that defined Zonta and looked for colors that represent those words. A new logo has been created that incorporates Zonta’s image of competence and honesty.

An example of the new logo:



* **The new logo’s will be created for every district and club by January 5, 2015**. You will be able to download the logo via a link that will be sent to all Presidents.
* See the attached powerpoint for full details.
* Question – Would you use it? Digital Design Toolkit for Districts and Clubs
  + ZI is *considering* an online tool that would allow clubs and districts to create basic materials (such as business cards, letterhead) template by Headquarters. These will include the new logo.
    - Clubs would login electronically and create materials they need.
    - To print: receive pdf file to print locally OR company prints on demand and ships orders.

**Celebrating Amelia Earhart in January**

* Presidents received an email from Zonta International to honor Amelia Earhart during the month of January.
* Materials were created to assist clubs: located at [www.zonta.org/AEFellowship](http://r20.rs6.net/tn.jsp?f=001E5ebYJ-mdi5N3R71QENFyMmsqN7ZYEDTsFHFwcg6rW270ccEu5UorqDqK4gVyc1Qj2VQ3eyl-uiqAhM7_XOzlBz0C0EVdWs6odNQKyJBWF0bA08dpDIxDw16SDG05SoHeOfaRybv_akBHUiToqEL2fc2iqKj4AUheidQEA_g_56zXRylt3vTog==&c=JgJ6p7tZ6WKjvmsX5pPz8UC-tREgI0hagifK6byJ-eKN431LauwDvA==&ch=QJWtCIRpvGQCN-FFjqGG95wl7WRkyrNlYVYZJrbnf0p0nvV12kxq4w==).
  + Paper airplane template
  + Amelia Earhart handout/donation form
  + Social media engagement – share the image of Amelia Earhart on January 11th to raise awareness of the Amelia Earhart Fellowship.

**Women’s Reproductive Health Policy**

* Zonta International created a policy on Women’s Reproductive Health.
* In summary, the policy reflects the neutral position of Zonta International.
* You find the policy in the Zonta web, under Policies:  <http://www.zonta.org/MemberResources/Policies.aspx>
* You can also download the policy directly via this link:

<http://www.zonta.org/Portals/0/PDFs/New%20PDFs/Women's%20Reproductive%20Health%20Policy%20Nov%202014.pdf>

**Zonta says No to Violence Against Women campaign**

* Thank you to all clubs who participated in the 16 days of activism against gender violence (25 November – 10 December)
* Report your activity via the ZI link. If you include photos, they need to be high resolution.

[**http://www.zonta.org/MediaNews/ZontaSaysNOtoViolenceAgainstWomenReport.aspx**](http://www.zonta.org/MediaNews/ZontaSaysNOtoViolenceAgainstWomenReport.aspx)

* Two new logos were available via the ZI website: [www.zontasaysno.com](http://www.zontasaysno.com)
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**Statement to the CSW59 (59th session to the Commision of the Status of Women)**

* See attached for Zonta’s statement to the 59th session of the Commission of the Status of Women

**Centennial Anniversary endowment Campaign**

* Look for a communication from ZI regarding the campaign!