

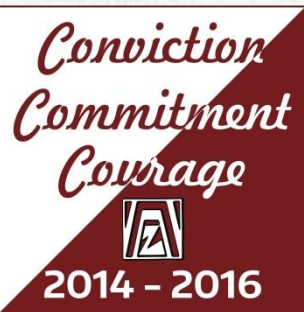


# Zonta International®

*Advancing the Status of Women Worldwide*



## Welcome to the Meeting!



Buttons available at the Zonta store now:

<http://www.zontastore.com/accessories/miscellaneous.html>

Packs of 25, 50 & 100, Starting at: \$19.00



# Governors' call – December 2014

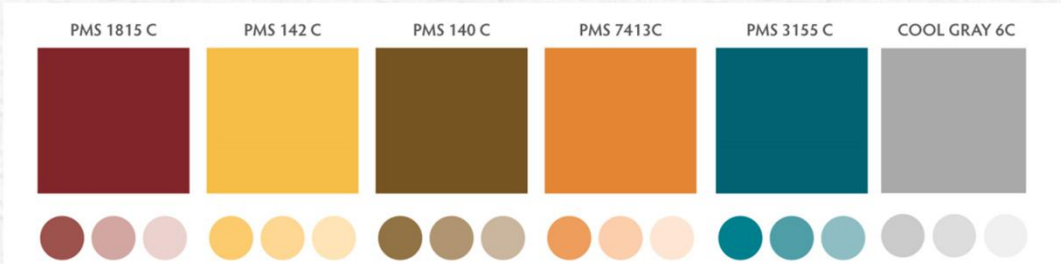
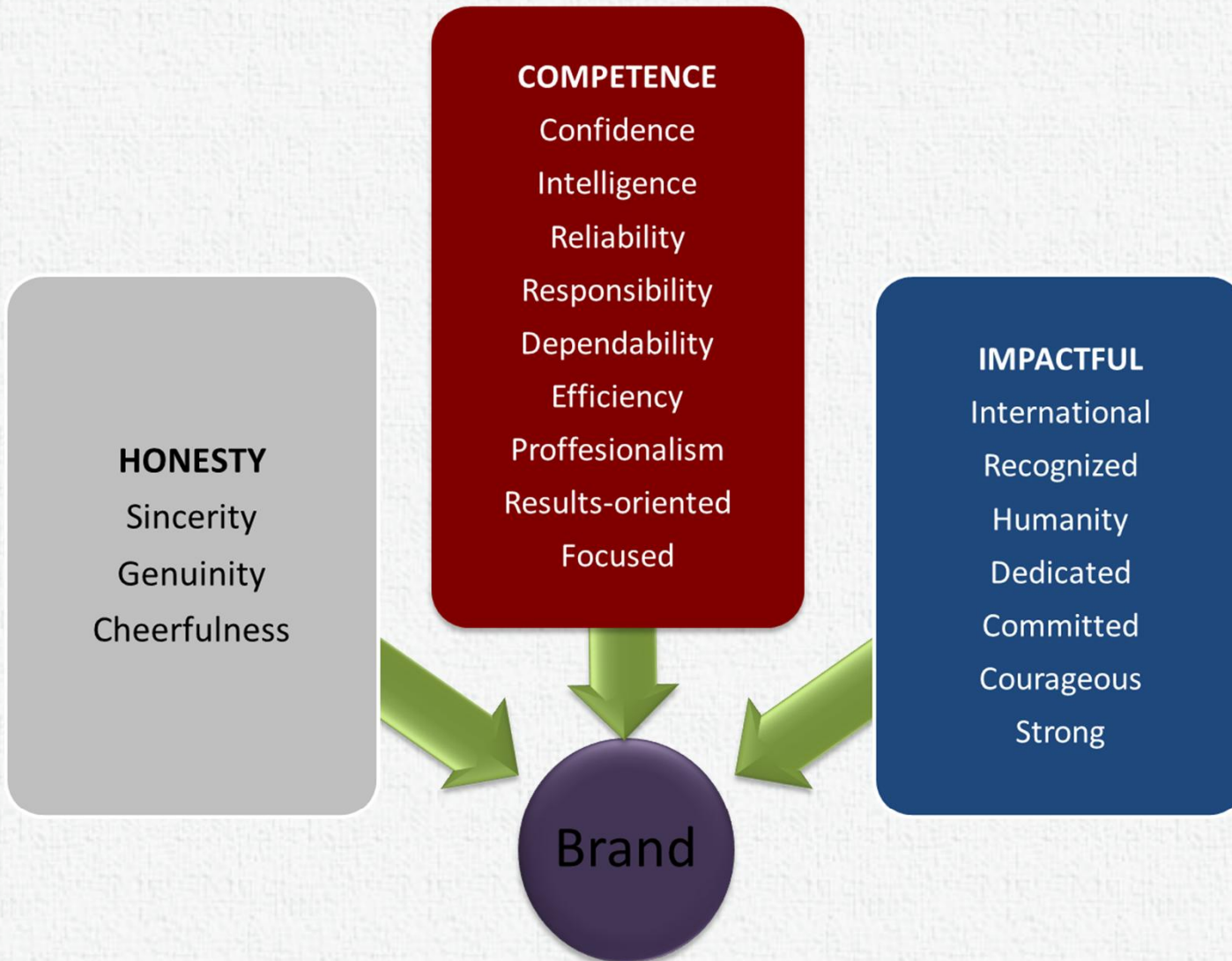
- a) Zonta brand identity refresh
- b) Electronic report forms
- c) Guidelines for the advocacy and affiliation policies
- d) New questions in the Nomination form
- e) Distribution of membership data
- f) CSW – preparations
- g) Centennial Anniversary Endowment Campaigning

# State of Logo Usage

These versions redesign your mark

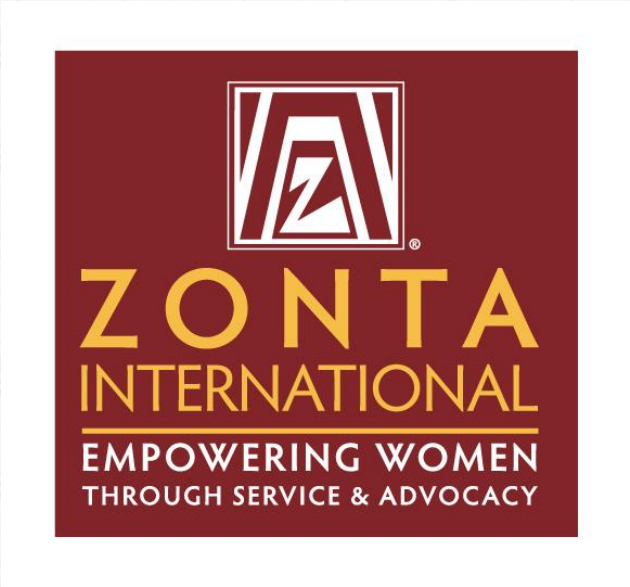
Set apart from surrounding text or images





# Logo Design Concept

Approved



# Competitive landscape



United Nations Entity for Gender Equality and the Empowerment of Women

LIONS CLUBS INTERNATIONAL



Rotary



SOROPTIMIST

Best for Women



ZONTA INTERNATIONAL

EMPOWERING WOMEN THROUGH SERVICE & ADVOCACY

Soroptimist International



# Logo Design Concept

District & Club version

Approved



Vertical and Horizontal logos will be provided  
Logos for International committees will also be provided



Z Club & Golden Z Club with club names

Approved





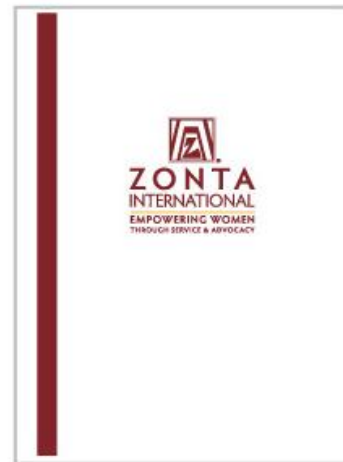
# New Brand Identity Concept

Approved

Letterhead



Envelope



Business Card

Cover Page

Slight modifications accepted: distance between the bar and the text in the business card. Other small modifications



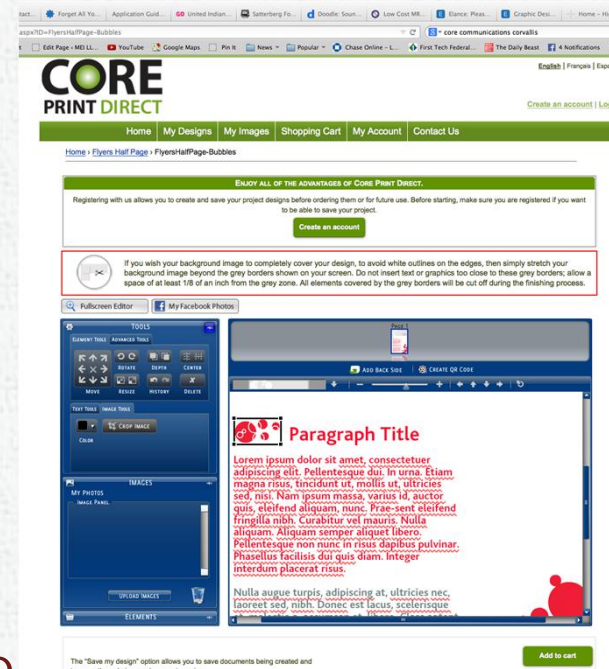
# For Consideration: Digital Design Toolkit for Districts and Clubs

- Online Tool
- Basic Materials Templated by HQ
- Clubs-login
  - customize w/logo
  - Address
  - Photos
- Export as Print Ready PDF
  - US 50c-\$1.00 to print Locally

OR

- Print on Demand –order, pay & ship
  - Competitive Pricing
- There IS UPFRONT Cost to Zonta

Would You Use It? send feedback to [Zonta@clelandmarketing.com](mailto:Zonta@clelandmarketing.com)



# Governors' call – December 2014

## b) Electronic reporting forms

- Governors' report:

<http://fluidsurveys.com/surveys/zonta/governor-reports/?code=>

- Zonta Says NO to Violence Against Women report:

<http://www.zonta.org/MediaNews/ZontaSaysNOtoViolenceAgainstWomenReport.aspx>

# Governors' call – December 2014

c) Guidelines for the advocacy and affiliation policies

Will be posted in the web the 15th of December

# Governors' call – December 2014

## d) New questions in the Nomination form

### RATIONALE:

Zontians are individuals who are working together to change the lives of women and girls and are known to be honest and trustworthy. The ones elected for the top leadership positions hold and handle funds in trust for our members and our projects.

As many other not for profit organizations, our success relies in the trust of our stakeholders. This trust has to be continuously maintained by the commitment of all members, but particularly at leadership positions, with the highest ethical principles. If only one donor or stakeholder loses confidence in Zonta, it would be one too many. If Zonta's reputation is damaged, it will be very difficult to repair.

To contribute to the accountability and transparency of our future top leaders, three new questions are added to the nomination form.

# Questions

- Have you during the last 5 years been convicted or found guilty by a Court of any offense in any country (excluding parking or motoring offenses)?
- Have you during the last 5 years been put on probation or is there any action pending against you?
- Have you ever been denied entry into the United States of America?

## e) Distribution of membership data

- The whole district board will receive

## f) CSW – planning in progress for

- Training session for all participants on Saturday the 7th of March
- Meeting inside the UN building in cooperation with UN Women
- Parallel events with UNICEF, UN Trust Fund & University Women
- The Today Show

## g) Centennial Anniversary Endowment Campaign

- A letter to all members has been prepared
- A document with Questions and Answers is also ready.

Both documents will be sent to the ICCs and Governors this week, followed to the whole membership.