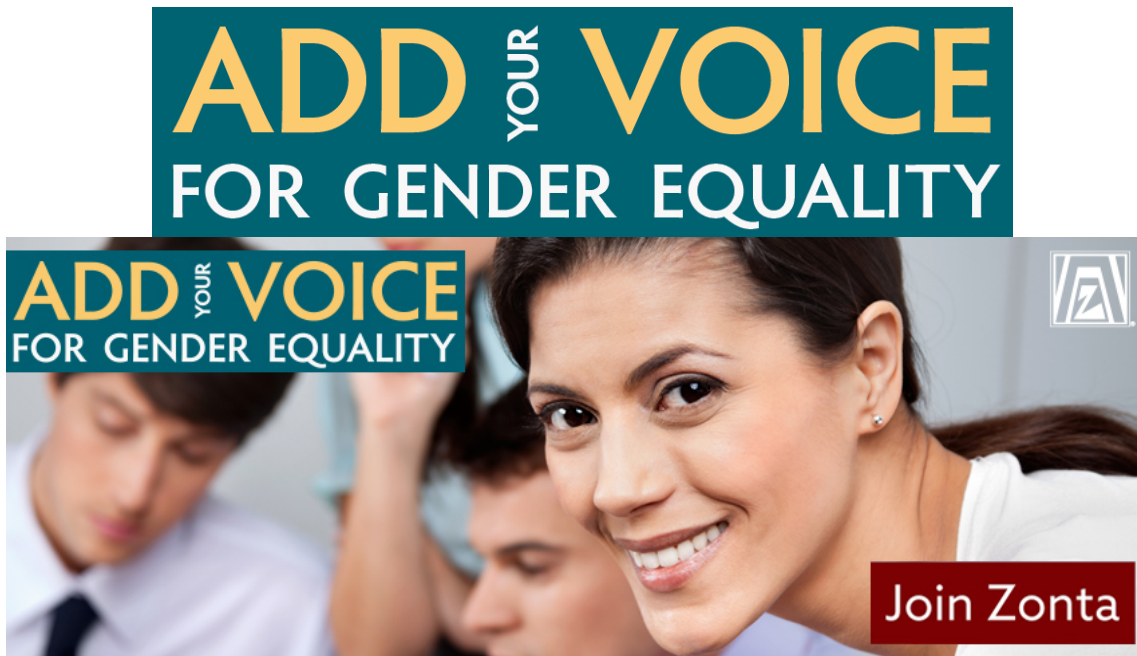


Zonta North America Membership Campaign
“Voices” Pilot Spring 2016



What: Membership Communications Toolkit

Similar to “Zonta Says NO! to Violence Against Women

Focus: New Member Recruitment at the **club** and **member** level

Dates: Available January 2016 for clubs to use Feb-May 2016

Campaign theme: “Add your VOICE for Gender Equality”

Goals: Assist **Clubs** in recruiting new members. (Lt. Gov focused on new clubs and retention)

Toolkit Essentials:

For the Public:

- Artwork- 5 or more variations on the “Add Your Voice” pictures
- Social media images
- Templated Posters
- Templated Invitations that can be customized
- New Zonta Brochure
- New “This is Zonta” fold out information sheet
- Zonta.org/join-us landing page-
 - with “find a club”, membership process and partnering info
- Zonta Mission cards available to download and print

For **Zonta:** (available for area meetings and afterwards)

- “Steps to Successful Recruiting” Video- outcome of NAIDM action items
- New “Why Zonta” membership powerpoint with script,
 - Video of membership powerpoint on website
- Training piece on “Reach out Methods”
- Training Piece on “overcoming objections- how to ask a new member to join”

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with short dark hair and glasses, wearing a light-colored blazer, is smiling and holding a white cup. The background is slightly blurred, showing an indoor setting.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with long dark hair is smiling. The background is blurred, showing an indoor setting.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with short grey hair is looking towards the camera. In the background, other people are visible, including a man with grey hair and a woman with dark hair.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with dark hair is smiling. The background is blurred, showing an indoor setting.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with dark hair is smiling. In the background, a man with short dark hair is visible, also smiling.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with curly hair is smiling. The background is blurred, showing a group of people.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with dark hair is smiling. In the background, a man with short dark hair is visible, looking down.

Join Zonta

ADD YOUR VOICE
FOR GENDER EQUALITY

A woman with blonde hair is smiling. The background is blurred, showing an office setting with shelves and papers.

Join Zonta