

Turning Passion into Action: Advocacy Training for Zontians

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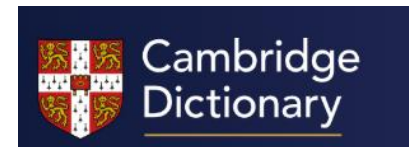
March, 2020

What is Advocacy?

- Act or process of supporting a cause or proposal



- Public support for an idea, plan or way of doing things



**Under these definitions, all Zontians are advocates –
just to different degrees.**

How to Begin

- Pick an issue you care about
 - What are you passionate about?
 - What are you willing to spend time and energy on to effectuate change?
- Gain a thorough understanding of the issue
 - Know the facts (information is power)
 - A few solid facts can make a difference
 - Take a few of these facts and have an elevator speech ready
 - Understand the opposition's arguments
- Set a goal (Goal should facilitate change)
 - What is the desired result of any advocacy activity?
 - Best to have a proposed solution to the identified problem or issue

Raise Awareness and Educate Others

- Leverage your experiences
 - Share your experiences and what you learned (good or bad)
 - Use these experiences to emphasize the point you are trying to make
- Know your audience (will impact style and message)
 - How much do they already understand?
 - Are you trying to fire them up or trying to teach them about the issue?
 - Are you trying to influence a policymaker?

Engaging Others

- Find someone to champion (or help champion) your cause
 - Prominent person in community
 - Person with influence
 - An unknown who is a bulldog who is willing to lead the charge
- Partner with like-minded people or organizations
 - Different folks bring different life experiences
 - Different spheres of influence
 - Power in numbers
- May partner with different groups or people on different projects
- Consider engaging men especially in the projects of ending violence against women – there are a lot of men’s groups these days addressing “toxic masculinity”

Use a Variety of Approaches

- Social Media
- Letter Writing / Emailing
- Workshops
- Speeches
- Radio Call-in Programs
- Posters
- Pamphlets
- Billboards
- Letters to the Editor
- Demonstrations / Marches
- Drafting Legislation
- Testifying before Policymakers

What other means or techniques have you used?

Staying Focused

- Zonta Mission
 - Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy
- Zonta 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 an equal basis with men
 - In such a world, no woman lives in fear of violence.

Staying Focused

- Does your advocacy goal fit within Zonta's mission? (Borrowed from ZI Service Project guidelines)
 - Does it address a women's issue?
 - Does address the legal status of women?
 - Does it address the political status of women?
 - Does it address the economic status of women?
 - Does it address the educational status of women?
 - Does it address the health status of women?
 - Does it address the professional status of women?
 - Does it seek to end violence against women?
 - Does it seek to promote justice and universal respect for human rights and freedom?

Be Persistent

- Things don't change overnight
 - Think of your advocacy as a long-run project (marathon, not a race)
- Build upon prior success and learn from failures





USA ADVOCACY ACTION CENTER

Zonta International is a global organization of women and men dedicated to empowering women worldwide through service and advocacy. The Zonta International Advocacy Action Center is a tool for our members in the United States and other individuals who share our commitment to gender equality to take action to improve the lives of women and girls. With your help, we can make a difference. Here are some things you can do.

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REGISTRATION FORM

Join the Advocacy Action Center

Get updates and information about legislation and policies relevant to

Zonta USA Advocacy Action <https://www.zonta.org/USA-Advocacy>

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HELP END CHILD MARRIAGE: KEEP GIRLS IN SCHOOL

The economic benefits of girls' education are substantial and can help lift households, communities and nations out of poverty. Keeping girls in secondary school could:

- Add \$92 billion to the economies of low and middle-income nations;
- Cut child deaths by 50 percent;
- Reduce child marriage by 66 percent;
- Decrease violent conflict by 37 percent; and
- Increase girls' future wages by up to 20 percent for every year enrolled.

Contact your Senator and Representative today and ask them to support S.1071 and H.R. 2153.

[Take Action](#)

REGISTRATION FORM

Join the Advocacy Action Center

Get updates and information about legislation and policies relevant to Zonta International's mission to empower women and girls.

* First Name


* Last Name

* Address Line 1

Address Line 2

* City

* State

Resources

- USA Advocacy Caucus
 - A group of Zontians from across the USA (generally a representative from each district) focused on addressing Zonta issues from a USA perspective
 - Website
 - www.zontausa.org
 - Facebook
 - ZontaUSA



ENVISIONING A WORLD

where women have equal access to all resources



ZontaUSA + UnicefUSA + Unchained at Last



STOP CHILD MARRIAGES

CAMPAIGN TO END CHILD MARRIAGE IN THE USA

Child Marriage is Legal **HERE!**

Child Marriage **DESTROYS** girls lives.

ZontaSaysNo! **EndChildMarriage!**

[LEARN MORE!](#)

ZONTA USA'S WORK

EMPOWERING WOMEN THROUGH SERVICE AND ADVOCACY

End Child Marriage

Age 18 No Exceptions

Ratify ERA

Equal Rights Amendment
in the US Constitution

Zonta SaysNo

End Violence
Against Women

Protect TitleIX

Equal Rights to
Education, Safe from
Harassment

Cities for CEDAW

Convention to End
Discrimination Against
Women

End Human Trafficking

Trafficking is Violence
Against Women