



# A COOKBOOK FOR GROWING CLUBS...

## "SOUP TO NUTS"

A creative handbook for club formation  
and growing existing Zonta Clubs

Prepared by

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## Introduction

Welcome to District 3's informal "Cookbook for Growing (New) Clubs" which is a compilation of experiences and proved techniques from developing four plus clubs in the northern District 3 locale (central and northern New Jersey, eastern Pennsylvania, and the metropolitan areas of New York: Westchester and Rockland Counties, New York City and all of Long Island) of North America. These experiences are mainly from the development of clubs in Areas 1 and 2 in the last five years, and we have used this model since then.

Spurred on by Zonta International's ambitious Organization and Extension (O&E) goal of forming one new club in each Area, the initial thought was to develop a Sponsoring, Organizing, and Mentoring (SOM) committee, called a GOLD Team by then ZI President Val Sarah and President-elect Mary Magee in each Area of our District. However, the first one we set up was really an inter-Area GOLD Team: with two clubs from Area 2 and one club from Area 3 to set up the Ocean County Club (chartered in November 1997).

I decided to call this a cookbook because I remembered setting up housekeeping when I went to graduate school; I bought a step-by-step cookbook (with photographs even!). As a scientist, I like to see what I'm doing, particularly when I'm just starting out and I'm not prone to just throwing things in the pot to see what comes out! So this is hopefully your step-by-step cookbook for cooking up new clubs and growing the ones you already have!

***Please note this is NOT an official publication of Zonta International, the official document is the "Organization and Extension Manual." This is meant only to augment the official publication.***

## Acknowledgements

Most of these techniques and ideas were developed initially by the District 3 inter-Area GOLD Team and then refined by the subsequent Area 2 GOLD Teams. The initial inter-Area team consisted of:

Pamela Saunders, Chair (Atlantic City Club)

Dr. Susan D. Halsey, Secretary (Trenton Club)

Audrey Becker, Treasurer (Monmouth County Club)

Jan Furtado (Monmouth County Club)

Carol Ann Nicholas (Area 2 Area Director at the time; Monmouth County Club)

Jane Adams (Trenton Club)

Dr. Sandra Klanderma (Atlantic City Club)

Meeting once a month on a Saturday morning at the “Pine Beach Zonta House”—the Ocean County shore home equally spaced among the Trenton, Monmouth County, and Atlantic City Clubs, these procedures were developed around the dining room table. Lasting friendships were also forged through these experiences! We hope you will find these experiences and techniques helpful in our quest to build Zonta Clubs and membership throughout North America!

---Sue Halsey, Lt. Governor, District 3, Summer, 2003

PS. Any questions on anything in this cookbook, please contact me: [DrDuneNJ@aol.com](mailto:DrDuneNJ@aol.com) or by snail mail at the shore house: 77 Monument Road, Pine Beach, NJ 08741-1024 (732-349-0597)

## 1. Planning the Location for New Clubs

So! As a member of your club's Organization, Membership, and Classification (OMC) Committee, or a newly minted Lieutenant Governor responsible for OMC in your district, what do you do now? Presumably your Governor has made a pitch to you and your club to help in the District-wide effort to start new clubs. Heretofore, you haven't been paying any attention to this issue, but maybe now you've been asked to play a major role. This cookbook is for you!

First, does your District have an Organizational plan to follow? If so, presumably you've been chosen to help in the Area closest to your club or in your Area and you can begin work there. But if there is no plan to follow, consider possible places to form a new club (referred to below as models):

1. City or growing town/region conveniently spaced between existing Zonta Clubs
2. Previous location of a former Zonta club that disbanded years or even decades ago: a fresh start in that city/area
3. Present Zontian, or relative of one, moves to a city where there is no club
4. Locale where there seems to be at least a couple of clubs willing to start a SOM/GOLD Team; (or a larger club who has enough Zonta power to do this within one club)
5. "Virgin territory"—District or Area wants to expand into new portions of their District

Things to consider about the above possibilities:

On #1: Objections will inevitably surface that forming another Zonta Club in "that place" will dilute membership in each neighboring one. Counter to that: in this day and age, potential Zontians should have a convenient club to their work or home so that they don't have to hassle with traffic. The Washington, DC area has at least five clubs within close proximity to each other...all are fine. The Europeans do it all the time. Besides all three clubs can have activities including fundraising together...there is strength in numbers! And remember, each club has a vote at Convention!

On #3: Has job relocation moved a Zontian, or relative, lately into an area where there is no Zonta Club? She can be the nucleus of a new club...start clipping newspapers; set up SOM/GOLD team when settled; and meet at her house. Start a club for her, and around her!

On #5: Or perhaps the Governor has had multiple contacts through the ZI Web site for a place where no club is presently. They're telling you something! What is happening in that area? Perhaps the locale is ripe for organization of a club now. Take these referrals and run there...

The table below summarizes District 3's new club formation experience in recent years. Please note that at one time an inter-Area GOLD Team started working on a new club to replace the

**Wilmington Club** in Area 3 to be renamed the New Castle County Club. The Governor pulled us off this effort to have Area 3 Area Director set up her own GOLD Team but the effort fizzled.

<b>Club Formed (or in process)</b>	<b>Sponsored By</b>	<b>Charter Date</b>	<b>Area</b>	<b>Model 1</b>	<b>Model 2</b>	<b>Model 3</b>	<b>Model 4</b>	<b>Model 5</b>
<b>Loudoun County</b>	Fairfax County	Sep 1997	4				●	
<b>Ocean County Area</b>	Trenton, Monmouth County, Atlantic City	Dec 1997	2	●	●	●	●	
<b>Howard County<sup>1</sup></b>	Howard County	Sep 1998	3			●		
<b>Delaware Valley</b>	Zontian moved to area; reformed club	Dec 1998	3		●	●		
<b>Greater Somerset Area</b>	Trenton, Monmouth, Morristown	Jun 2002	2		●	●		
<b>St. Mary's County<sup>2</sup></b>	Charles County	N/A	3				●	●
<b>Calvert County<sup>3</sup></b>	Charles County, Annapolis	In process	3	●			●	●
<b>Greater Queens</b>	Long Island, New York, Suffolk County, Westchester	Jun 2003	1	●			●	●
<b>Bergen Metro Club<sup>4</sup></b>			1			●	●	●
<b>Meadowlands Club<sup>5</sup></b>			1			●	●	●

Notes

1. Uses Ocean Co.'s model by two Baltimore Zontians who live in a satellite community on the far outskirts of Baltimore
2. Effort failed
3. Effort ongoing—now to be known at the ZC of Chesapeake Bay
4. Korean-American club; effort in preliminary stages
5. Lower Bergen County and Hudson County, NJ; in preliminary stages

## 2. Funding New Clubs

The Area 2 GOLD team determined that it needed about \$1,000 to comfortably start and set up a new club for the approximate year it takes to form a club. It can be done for less, but the mailings are the biggest expense as well as food at the Zonta Informational Network Gatherings (ZINGs).<sup>\*</sup> This amount does not include reimbursement for travel or phone calls for SOM Committee members, nor any special stationary printed by a printer.

Here are some ideas for raising money for SOM activities:

On the District level:

- a) Petition District for O&E funds to be set up from surplus money returned from workshops and conferences. These could be put in special fund for O&E.
- b) Special, dedicated raffles at workshops and conferences for O&E fund
- c) Raise District dues by \$0.50 to \$1.00 to be dedicated for new clubs or the rejuvenation of old ones

On the Area level:

- a) Three sponsoring clubs contribute \$333 each to garner the approximate \$1000/new club. Any surplus is given to new club's Operating account after Chartering expenses are covered. In District 3, if this comes up a little short, District Board can be petitioned by SOM Chair to cover remaining expenses. The effort should be as self-sustaining as possible.
- b) One large established club can do on own: Loudoun County was funded by Fairfax County.

\* ZING is a new millennium name for a membership "tea"! It was developed by District 3's inter-Area SOM/GOLD Team in 1999-2000.

### 3. Starting the Organizational Process

Let's assume that your District Governor and Board has given you the go ahead to start a new club or has asked you to do it, and you have determined the locale for the new club. Your working title is the "Greater Metro Club".

#### 3.1 Set Up the GOLD Team

Unless there is a volunteer, the Governor usually appoints the Chair of the SOM committee (You?!). The Chair can be Lt. Governor, the Area Director (the AD will serve on this Committee if not the Chair—but it's probably better if she/he's not the Chair), Centurion, or other knowledgeable (or willing) Zontian such as the OMC Chair of one of the sponsoring Club(s).

Unless this a District Board activity, the Chair should solicit for sponsoring clubs (willing to contribute funds for the organizational effort) and Organizing Clubs (those willing to contribute Zonta "hands-on" power but not always monetary contributions). Mentoring will come later... usually from the sponsoring and organizing clubs (and it is an integral part of the process). Clubs can be all three -- sponsoring, organizing, and mentoring, and it's best if they are! Each club should vote for their role, and notify the SOM Chair of what type of support they will provide—monetary and/or people power. When the Chair has assurances of support, the first GOLD Team meeting is called. See section below about what skills are needed for members.

**GOLD Team Members.** Besides the Chair, various committee members with specific skill sets are needed. Recommended members include:

- a) Treasurer: sets up SOM bank account, or runs through her club—checks for Committee expenses, and eventually runs dues (ZI and District) through SOM/GOLD Team account.
- b) Secretary: replies to mail and email; keeps tabs on committed, "interested," and "possible" members; ensures her address and email are on all letterhead and correspondence. Her address goes on all reply cards and envelopes as the contact person.
- c) PR/Media: makes up packets, prepares newspaper articles; oversees storyboard creation; anything else!
- d) Computer Specialist (if not Secretary): creates database, prints stationery with appropriate Zonta logos; prepares labels for mailing, return labels for postcards, and information labels for postcards. In addition (and hopefully) she makes the invitations to the chartering function!
- e) "Logistics" Specialist (optional): buys food and drinks, sets nice table with appropriate accouterments

At (or after) the first meeting, the official form is made out: see the O&E Manual, page 26, with the working title of the club (see below) and is sent to the Governor for signature. The official process is started! In return, the Chair gets a big box from HQ with the following in it, and other good things:



- Authorization letter
- Bylaws
- Club Officers Report form
- Club Operating Procedures Manual
- Marion De Forest Classification Manual (old one)
- Member Report forms
- O&E Manual
- Official Zonta Brochures
- Sales catalog
- Trifolds
- Two editions of the *Zontian* magazine (biennial program issue and most current issue)
- Zonta International Directory

You can use this information at the ZINGs, and later on for organizing.

**Naming Clubs.** During the first meeting, the SOM/GOLD Team also sets up a working name for the club for organizational purposes, and also for a bank account. “SOM for Greater Queens” was the name we used for the last club, unless the SOM committee runs the money through one of the SOM clubs. However, it is the responsibility of the future charter members themselves to determine their name. For instance, the SOM working name for what became the Greater Somerset Area Club was “SOM for Somerset County.” The first group of potential members wanted to call it the Zonta Club of Somerset Hills. However, as more members joined the effort, the final name voted on was the Zonta Club of Greater Somerset Area\* to reflect the whole area of the county and not just one section (“the Hills”).

Another note on naming: formerly, when cities were the center of our living world, the Zonta club was named for that city: Trenton, Newark, New York. Later as the suburbs became the living areas, and more companies moved out to Interstate intersections, the names of the clubs changed also. Often names were changed to encompass larger areas: the Newark Club changed to Greater Essex, then to Essex County. Recently, Mt. Vernon (a suburb of NYC) changed to Westchester (not to Westchester County, just Westchester) and the New Rochelle Club which is also in Westchester County has yet to decide if they are going to change their name. \*At the recent North American Summit in June 2003 we were encouraged not to use the words “Area” or “Region” in club names to avoid their connection with Zonta’s Areas or Regions: ZI Board has confirmed this. Also consider folks searching the web for clubs...keep geography in mind.

**GOLD Team Meetings.** GOLD teams can start to meet once a month (i. e., 1<sup>st</sup> Saturday) or as frequently as needed. We found this to be necessary for the first few months while the database is being set up. Our working model assumes that it will take a year to form a club, the Ocean County timeline started November 25, 1996, and the club was registered at ZI HQ on November 17, 1997. Greater Somerset Area took a lot longer due to 9/11; and Greater Queens was shorter (7 months) because one of the SOM Committee members already had a huge database of 250 names already compiled that we just added to...that saved us 3-4 months at least.

### 3.2 Create a Database

This takes usually three to four months, at least. Strive for at least 250 names...if possible, more! The more on the list, the better your return will be. See the O&E Manual for ideas also. Use new ZI classification lists (Category Code List) to sort possible members. Buy a Hagstrom Map folio (if available) for locations/zip codes of prospective members and to help you get around too. Put a prospective member's contact information on a 3x5 card or email the information directly to the Computer Specialist or database creator.

**Database Sources.** Use every conceivable source in the city/town. Some examples:

- a) Newspaper clippings from major newspaper(s). Someone should subscribe to the paper even before GOLD Team is formed. On-line editions usually aren't detailed enough. You need to ferret out names from ads, captions, and small articles
- b) Professional Directories (found in libraries)
- c) Chamber of Commerce (for woman business owners)
- d) Placemats in diners
- e) Signs at places of business (Main Street: windshield surveys)
- f) Business cards in restaurants
- g) Non-profit newsletters/inserts in bills (is the editor a woman? Volunteer coordinator? Development Officer?)
- h) Yellow Pages/Yellow Book: rip, cut up, and list by profession (search Web sites listed in ads, too)
- i) Blue pages of phone books (Government pages)
- j) Free or regional newspapers/weeklies (check out articles and ads)
- k) Business sections of phone books or separate business phone books (if available)
- l) Special supplements to papers: Welcome to Greater Metro area or Who's Who in Greater Metro area—often are published separately, left on counters, or in bins
- m) Local Government brochures/directories
- n) Clients or local contacts of core club-to-be...and every friend of GOLD Team members in the area! Mine those Rolodex's!
- o) Notify District members through Governor's newsletter that a new club is forming: ask for Zonta eligible friends, relatives, and business acquaintances. Ask that this request go in club newsletters, also.

Have the Computer Specialist set up an Excel or Access database with the following information for each prospective member:

- Name
- Title
- Address with Zip Codes
- Phone Number
- Email Address
- and any other pertinent information such as occupation, source of referral, etc.

From this you can generate mailing labels, customized letters, and other contact information.

### 3.3 Set up ZING Dates

As your database is near completion, ZING dates should be scheduled. A ZING is our new name for a membership tea or event. Remember it stands for **Zonta Informational Network Gathering** and it's catchy and creates a lot of interest. It can be used as a noun: Come to our ZING!, or in any other format you want, a ZING-event!

**Select the Dates.** Plan three ZINGs on different week nights (i.e., Tuesday, Wednesday, and Thursday of the same or different weeks). We've had the best luck with 6:30 to 8:30 PM in high traffic areas. You can move it up if you're in a compact area. Try to avoid Holidays, summer vacations, and graduation times. Depending on the location, try to avoid weekends (that's family time; coming back into city/town center is a non-starter and a real chore).

**Select the Location.** Types of places to consider, since they are coming from work: you should feed them and relax them at least a little! Keep the wolf from the door! Make sure the place will allow food, at least, hopefully, a little wine?

- Library community room: can you bring food? (but no wine usually...)
- Restaurant—separate room a must (wine: OK)
- Golf course/country club—separate room (wine: OK)
- Church—community room (but no wine...depends on denomination!)
- Board room and foyer of business or bank, if big enough (wine allowed?)
- Environmental Center: (probably no wine)
- Girl Scout Service Center (no wine?)
- YWCA Center (no wine....)

Try to avoid payment of room charges, but you should try to make a small contribution to the place if it's a 501(c)3 like an Environmental Center or Girl Scout Service Center. These charges should be budgeted out of the SOM account.

Give at least one month or at least three weeks notice for ZING dates from planning to returns. Remember snail mail isn't like it used to be—it's SLOW! And folks are busy.

### 3.4 Plan the Initial Mailing


This mailing is a critical step, and special care should be given to make it classy looking and reflect well on Zonta and the GOLD Team. The elements of this mailing are:

- **Invitation to ZINGs:** who, what, where, time (see Attachment A for sample ZING Invitation Letter) printed on very nice paper (light gold perhaps, or marbled) with envelopes to match. District stationary can also be used, if available, or better yet create your own with downloadable Zonta logo. Zonta logo should also be on the envelopes along with the Secretary's return address. One hint given to us by a person who does a lot of mailings: if you can't handwrite the name and address onto these envelopes (we did for Ocean County), then print name and address right onto envelopes from the computer

instead of using labels. ***The returns are noticeably higher if handwritten or directly printed.*** This letter should be signed by the Chair of the GOLD Team and include the GOLD Team Secretary’s contact information.

- **Zonta International Fact Sheet** (see attachment B). This also comes in the HQ box but you need it before. Do **not** send the official Zonta brochure. It’s too heavy for one 1<sup>st</sup> class stamp and does not fit well in a letter envelope of that size. Give it out in the ZING packet instead, see below.

- **Return Postcard.** Use pre-stamped US Post Office postcards. On the mailing side include the mailing label with the return address of the SOM Secretary (you can use normal address size Avery #5260). On the message side, using either shipping label size [Avery 5264 (3.33x 4”) or 5664 (3.33x 4.25”) construct the label with ZING dates such as below:



Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Yes, I want to learn more about Zonta and will attend a ZING on:  
 Wed., Sept. 7<sup>th</sup>, 6:30-8:00 pm and/or  
 Tues. Sept. 13<sup>th</sup>, 6:30-8:00 pm and/or  
 Thurs. Sept. 15<sup>th</sup>, 6:30-8:00 pm/  
 Unable to attend, but please keep me on the list.  
 Not interested, please remove me from list.

Comments: \_\_\_\_\_

Thus, your initial mailing includes the ZING invitation, ZI Fact Sheet, and return postcard. Have a mailing party and get them in the mail!

### 3.5 Plan the ZING

While you are waiting for the post cards to come back, there are three important things to do besides plan the food/drinks you are going to provide for the prospective members:

- Make packets for the prospective members
- Make up an International/District/Area storyboard

- Collect (or develop) a club storyboard of each sponsoring club, or at least two, if there are more than two sponsoring clubs

**Packets.** This is what our GOLD Team uses in the packets. First, buy simple colored presentation pocket folders for packets. Then we include inside on various colored paper:

- 1) In left side pocket: Prospective member form (yellow) (Attachment C)
  - Official colored Zonta brochure, and in slot below:
  - Zonta “Business” card of Chair of SOM, Lt. Gov. or GOLD Secretary
- 2) In right side pocket, from front to back:
  - ZISVAW brochure (if you can buy them) or District brochure
  - ZI Fact Sheet...one or two pager (comes in SOM box) (white) (Attachment D)
  - Story of the Zonta emblem/other info on back (pink) (Attachment E)
  - Zonta International Grace, Motto, Code, and Objects (Attachment F)
  - Web site information: Zonta.org; Zontadistrictx.org, ZISVAW. Org, Sponsoring clubs’ Web site (blue) (Attachment G)
  - Zonta International “Footprint for Service” (buff, if available) (Attachment H)
  - Top 10 Reasons to Join Zonta International (orange) (Attachment I)
  - Fee Structure for Zonta International/District/club (green) (Attachment J)

**International/District/Area Storyboard or Table Top Display.** What we use is available in such stores as Staples and is known as the “Science Fair” presentation poster or table top display. It stands about three feet high, with two flaps that fold out to allow it to stand on its own. Below see the general outline of items to put on storyboard. Feel free to put things that are important for you regarding your District or Area. This storyboard is perfect for the visual presentation of the International/District/Area script that we present as an introduction to Zonta International (Attachment K).

Amelia Earhart Poster	Picture Yellow Roses	World Map	Picture ZI HQ	ZISVAW Fact Sheet -- logo
<p style="text-align: center;">Pictures of International Service Projects</p> <p style="text-align: center;">UN Patch</p>	<p>Story of Zonta Emblem</p> <p>Pictures of ZI Conventions, Cities and Countries</p>			<p style="text-align: center;">District map with clubs</p> <p style="text-align: center;">Pictures of District conferences</p> <p style="text-align: center;">Call to Conference Brochure</p> <p style="text-align: center;">District Conference Program</p>

**Club Storyboard(s)**. A club storyboard is designed to give potential Zontians a snapshot about your club, and its unique character. Most importantly, put pictures about your best service projects so that prospective Zontians see what you do in the community. In another section put things that are special or unique about your club: honors received by your own Zontians, milestone events—club anniversary, special meetings: summer picnic, Holiday event so that potential Zontians can see that the club has fun. Try not to make this board too busy...don't overwhelm them, but give highlights. During a ZING, this storyboard becomes the basis for the SOM's club narrative about their club. Subsequently, it can be used in their own Club's membership drives and ZINGs.

As the postcards come back, you may find that you may only have 2-5 respondents to each night. That's fine, you run the ZING anyway...even for one respondent! The first time is always good practice! Do not be discouraged because this person can ultimately bring in more. If she is interested, ask her to bring her friends to the next one they can come to. Have extra packets made up for her to take to her prospective members. Referrals from interested parties are the best, and ultimately will be your best recruiting method! Besides, friends like to be with friends. And don't forget to ask about sisters, sisters-in-laws, and Mothers, if they are still working or volunteering more than 50% of their time (1/2 of 35-hour work week: in hospitals, for a non-profit or as a literacy tutor, for example).

Run the rest of your ZINGs and ask each time of those who come, which nights would not be good for a next meeting. Try to get the little core group together for a follow-up meeting, ask them each to bring a friend or business acquaintance. Meanwhile, follow up on your postcards diligently: contact those who said they were coming, but didn't: inform them of next meeting. Follow up on the "interested" as above. You may want to plan more ZINGs but involve your new potential Charter members in the planning...they will learn more as they are exposed to Zonta this way.

#### **4. The Final Phase: Club Organization**

This next phase is the Organizational phase and it has a lot more to it...really the subject of another little manual. Let's leave it there...anyone who is serious about starting a club, please contact me further for "the rest of the story" as the radio commentator Paul Harvey would say!

I hope this cookbook is helpful to you in our quest for new clubs. I've tried to de-mystify the process a little for you. I'd love to share other interesting ideas or techniques from your own methods, and gather feedback from you on any of the techniques that you've used from here!

***Attachment A. Sample ZING Invitation Letter***

Dear Professional (or make this a personalized header):

You are invited to attend a Zonta Informational Network Gathering (ZING) to be held at the Somerset County-Bridgewater Library in Bridgewater, NJ (corner of North Bridge and Vogt Drive) on any one of the dates listed on the enclosed postcard. We want to introduce you to Zonta International, a classified service organization for business executives and professionals.

Zonta International, a non-profit volunteer service organization, was founded in 1919 in Buffalo, NY, by a group of diverse women dedicated to improving the status of women. We are proposing a new Zonta Club in Somerset County, NJ.

Membership is by invitation and to qualify for membership the person must be a manager, partner, owner, or executive in business, or be a member of a recognized profession. If you know others who may qualify for membership and who you feel must be interested, please invite them also.

On the International level, there are over 1,200 clubs in 67 countries around the world. There are presently 13 clubs in New Jersey. The Somerset County Area Club would be the 14th.

As well as providing an avenue for effective service to the community and internationally, membership in Zonta provides opportunities to develop mutually beneficial relationships with other professionals. Zonta contacts can be a tremendous network that connects you to a broad group of business associates not only locally, but also internationally.

We recognize that you have a very busy schedule, but we do hope you will be able to attend one of the upcoming ZINGs. We believe you will be interested and impressed with the wide range of information about Zonta International that we will be sharing that evening. We would appreciate a reply by postcard, phone, or mail by as close to March 21, 2001 as possible.

Sincerely yours,

Sue Halsey  
District 3, Area 2  
GOLD Team Coordinator  
732-349-0597  
D3A2Zonta@aol.com

Enclosure

## **Attachment B. Zonta International Fact Sheet**



557 West Randolph ▪ Chicago, IL 60661  
Tel.: 312/930-5848 ▪ Fax: 312/930-0951 ▪ [www.zonta.org](http://www.zonta.org)

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### ***Zonta International / Zonta International Foundation Fact Sheet***

#### **Mission**

**Zonta International** is a worldwide service organization of business and professional executives dedicated to advancing the status of women worldwide. The **Zonta International Foundation** [501(c)3] is the philanthropic arm of Zonta International and provides funding for a variety of Zonta programs and projects.

**History:** Zonta International began working for economic, social, education, legal, health and political equality for women in Buffalo, New York during the 1919 U.S. campaign for women's rights. By 1920, a confederation of nine Zonta clubs had formed with 600 members. Within ten years, Vienna Austria established the first European club, and the Confederation of Zonta Clubs became Zonta International. Zonta takes its name from the Lakota Sioux Indian word meaning "honest and trustworthy."

**Today,** Zonta International has 33,000 members in more than 1,200 clubs in 70 countries. Members are architects, artists, business owners, corporate executives, doctors, lawyers, pilots, professors, government officials, scientists and more. Throughout its history, Zonta International has supported women's efforts to become leaders, explore new fields of study and otherwise stretch the current definitions of women's roles in society.

Each Zonta club selects, funds and participates in community projects fundamental to women's advancement such as those that promote economic self-sufficiency, political equality, aging, access to education, health, nutrition, and the eradication of violence against women and children. Zonta Clubs are encouraged to contribute one-third of fundraising proceeds to the Zonta International Foundation.

The **Zonta International Foundation** was established in 1985. Through voluntary contributions from Clubs and individual members, Zontians provide financial support for international service projects and educational fellowships to improve the quality of life for women around the world.

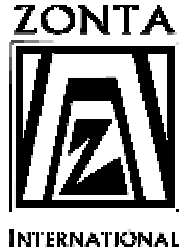
**United Nations Link:** Zonta's international service over the years has been closely linked with the United Nations. Zonta has Consultative Status with the: United Nations Economic and Social Council (ECOSOC), United Nations International Children's Fund (UNICEF); United Nations Development Fund for Women (UNIFEM), International Labour Organization (ILO) and the Council of Europe. Zonta also maintains operational relations with the United Nations Education, Scientific and Cultural Organization (UNESCO), and maintains representatives at United Nations sites in Geneva, New York, Paris and Vienna.

**Programs:** Some of the major projects of Zonta International include:

- Amelia Earhart Fellowships
- Michael J. Freeman Scholarships for Irish Women
- Jane M. Klausman Women in Business Scholarships
- Young Women in Public Affairs Awards
- Zonta International Strategies to Eradicate Violence Against Women and Children (ZISVAW)
- International Service Program



*Attachment C. Sample Prospective Member Application Form*



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**PROSPECTIVE MEMBER APPLICATION FORM**

Prospective club: \_\_\_\_\_

Name: \_\_\_\_\_

Home address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Type of work: \_\_\_\_\_ Fax: \_\_\_\_\_

Do you give >50% of your time to this business/profession? \_\_\_\_\_

Approximately how long have you served in this capacity? \_\_\_\_\_

Title: \_\_\_\_\_

(Professional, owner, partner, manager, sole proprietor, team leader, etc.)

Business address: \_\_\_\_\_

\_\_\_\_\_ Fax: \_\_\_\_\_  
Prefer mail to go to: \_\_\_\_\_ Home; or \_\_\_\_\_ Business address.

Background Information:

Education/Prof. certifications: \_\_\_\_\_

Service to community: \_\_\_\_\_

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Usually, prospective members are sponsored by active club members:

Do you have a \_\_\_\_\_ friend or \_\_\_\_\_ business acquaintance who might be interested in joining Zonta? If so, please recommend here:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone and/or email: \_\_\_\_\_ Date: \_\_\_\_\_

A worldwide service organization of executives in business and the professions,  
working to improve the legal, political, economic, health and professional status of women.

## ***Attachment D. Zonta International Program Overview***



557 West Randolph ▪ Chicago, IL 60661  
Tel.: 312/930-5848 ▪ Fax: 312/930-0951 ▪ [www.zonta.org](http://www.zonta.org)

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### ***The Programs of Zonta International, Funded by Zonta International Foundation***

#### **Amelia Earhart Fellowships**

This program provides funds to women for graduate study in aerospace-related science and aerospace-related engineering. Established in 1938 after Amelia Earhart, a Zontian, was lost during her attempt to fly around the world, the program has awarded more than US \$5 million for 1,017 fellowships to women from 56 countries – women who have become scientists and engineers working on innovative research. An excellent example is 1982 Fellow Janice Voss, now an astronaut for NASA who served as payload commander on the 1997 space lab mission.

#### **Michael J. Freeman Scholarships for Irish Women**

Established in 1988, the Michael J. Freeman Scholarships have provided higher education scholarship support for more than US \$196,000 for 55 women in Ireland. In addition, since 2000, funds have been provided to the National Women's Council of Ireland to implement the Zonta International Women's Education and Training Program (ZEST), which has provided assistance to more than 115 women.

#### **Jane M. Klausman Women in Business Scholarship**

From the classroom to the boardroom, there are still many gender barriers for women as they pursue equality in the workplace. The goal of the Jane M. Klausman Women in Business Scholarship Program is to encourage and support women preparing for careers and leadership positions in business-related fields. Since 1998, 102 scholarships have been provided to women in 23 countries.

#### **Young Women in Public Affairs Award**

Today, even though women comprise 48 percent of the global workforce, only 10 percent holds seats in the world's parliaments. Zonta recognizes the international need for participation of women in public affairs at all levels. Attuned to this need, Zonta established the YWPA award in 1990. This award recognizes young women in secondary or pre-university schools who demonstrate a commitment to leadership in public policy, government, and volunteer organizations. Through this award, Zonta encourages young women to become agents of change in today's world. Since its inception, 306 awards have been made to young women in 35 countries.

#### **Zonta International Strategies to Eradicate Violence Against Women and Children (ZISVAW)**

Zonta's strong support of eradicating violence against women and children began with the Zonta International Summit on Violence Against Women in 1995, which explored this pervasive problem. Adopted as an international service project for the 1996-1998 Biennium, ZISVAW became an on-going program in 1998. ZISVAW focuses on prevention, awareness, education, and the development of innovative approaches to eliminate violence against women and children. In 1999, ZISVAW initiated a

grant program, Conflict Resolution Training for Violence-Free Relationships. The program provides grants of up to \$25,000 to support projects that provide conflict resolution training for children as an effort to break the cycle of violence. Since 1999, ZISVAW has awarded grants totaling \$448,551 to 20 Zonta Clubs and their project partner organizations in six countries.

### **International Service Program**

The International Service Program enables Zonta to address some of the most crucial and pressing issues affecting women in developing countries, reaching to the causes – not just the symptoms – of primary barriers to equality. Beginning in 1956, Zontians responded to needs far beyond the limits of their communities to assist Hungarian refugee women and their children. Since then, we have provided more than US\$6 million for International Service projects ranging from micro-credit to training and education to health assistance to violence prevention. These projects have served women in countries such as: Argentina, Bangladesh, Bosnia-Herzegovina, Botswana, Brazil, Burkina Faso, Chile, the Comoros Islands, Egypt, Ghana, Guatemala, India, Mexico, Nepal, Nigeria, the Philippines, Senegal, Sierra Leone, South Africa, Sri Lanka, Thailand, Togo, Uruguay, and Zimbabwe.

The 2002-2004 International Service Projects are United Nations Development Fund for Women (UNIFEM) Reinvesting India: Preventing Violence Against Women and Girls Phase II; STAR Network of World Learning: The Bosnia-Herzegovina Anti-Trafficking Community Mobilization Project; and Afghanistan: Improving Women's Lives.

### **History of International Service Projects**

2002-2004	Preventing Violence Against Women (UNIFEM); Anti-Trafficking in Bosnia-Herzegovina (STAR Network of World Learning); Improving Lives of Women's in Afghanistan
2000-2002	Reducing the Incidence of Female Genital Circumcision in Burkina Faso (UNICEF); Eliminating Maternal and Neonatal Tetanus in Nepal (UNICEF); Reinvesting India: Preventing Violence Against Women (UNIFEM)
1998-2000	Reducing the Incidence of Female Genital Circumcision in Burkina Faso (UNICEF)
1996-1998	Education of the Girl Child in South Africa (UNICEF) and Zonta International Strategies to Eradicate Violence Against Women and Children (worldwide)
1986-1996	Women's Development Projects in Argentina, Bangladesh, Botswana, Brazil, Chile, Comoros Islands, Egypt, Ghana, Guatemala, India, Mexico, Nigeria, Philippines, Senegal, Sierra Leone, Sri Lanka, Thailand, Togo, Uruguay, and Zimbabwe (UNIFEM, UNICEF, INSTRAW, UNESCO)
1982-1986	The Well Water Project, Sri Lanka (UNICEF)
1976-1982	Health and education centers in Columbia (UNICEF)
1974-1976	Pan African Training and Research Centre (UNICEF)
1972-1974	Mobile medical units for rural Ghana (UNICEF)
1956-1974	Aid for refugees in Europe, United Nations Relief and Works Agency (UNRWA), Women's Vocational and Teacher Training Centre in Jordan

Contact: Cathie Wood, Director of Development and Communications  
312-930-5848, Ext. 633, Fax 312-930-0951, [cwood@zonta.org](mailto:cwood@zonta.org)

*Advancing the Status of Women Worldwide*

## Attachment E. The Story of the Zonta Emblem

### The Story of the Zonta Emblem

The origin of the word "ZONTA" is from the language of the Sioux Indian, and it was adopted as the Zonta International name in 1919. The Zonta Emblem is just as familiar to us as is the word "ZONTA." There is an equally interesting story about its evolution.

The emblem is *NOT* just a decorative design—handsome to be sure—surrounding the initial letter. It is an adaptation and composite of several Sioux Indian symbols, which—when superimposed—take on a special significance for Zontians.



What appears to be the letter "Z" is actually the Sioux symbol for "ray of light"—"sunshine"—"flash of radiance"—and so—"inspiration."

The whole Zonta movement is an inspiration, and that inspiration stems from the "radiance" of each individual Zontian—and so this symbol means to us "ALL of Zonta" and "each individual member of ZONTA," and becomes the focal point of the emblem.



This Sioux symbol means "to band together for a purpose"—to "stand together"—in a word, "loyalty." With loyalty we band individuals together into clubs, clubs into Districts, Districts into Zonta International.

So "loyalty" surrounds the "radiance" and the "inspiration" as we begin to see a familiar pattern.

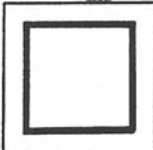


This is the Sioux way of saying "to carry together." "Carrying together" is a most important ingredient for the accomplishment of Zonta's purpose—service, world fellowship, peace, and understanding.

This symbol has been conventionalized to lend itself to the total pattern and slips over the "inspiration" and the "loyalty" to draw us closer together.



The Sioux symbol for "shelter." Zonta's many service projects are in a real and broad sense "shelter" for some *one* or some *thing*. And "Service" is always synonymous with ZONTA. Hence, this symbol lends itself importantly both in significance and design, as we build the new symbol embodying all of Zonta's aims and aspirations.



The symbolism of the square is not exclusively Sioux, nor indeed is it exclusively Indian. Perhaps it dates back even farther than all our other symbols in its representation of "honesty" and "trust"—a strong and vital quality with which to bind together all the others.



THIS symbol—composed of MANY symbols—became ZONTA's symbol—a radiant group of executives in business and the professions, who are loyal to the same inspired goals of SERVICE and WORLD UNDERSTANDING with none but the most TRUSTWORTHY and HONEST motives.

This is the story of Zonta's emblem—these symbols, made into ONE symbol, have since 1919 been the model of ALL Zontians.

NOTE: A working display of the Zonta emblem is available from Headquarters, so that each symbol may be shown as the story unfolds.

*Attachment F. Zonta International Grace, Motto, Code, and Objects*

**ZONTA GRACE**

We thank thee, Father, for this food  
And for thy gracious loving care  
Help us to honor Zonta's code,  
To be in all things fair and square;  
And grant our prayer for lasting peace  
For every nation, everywhere.

(The last two lines of our grace were nominated by the late Alice B. Cahill, a Trenton Zontian. They were adopted officially in the post-World War II era, although the grace itself is now optional.)

**ZONTA MOTTO**

Fair, Square, Every Time, Everywhere

**THE ZONTA CODE**

- To pledge myself to uphold the ideals of Zonta:
- To honor my work and consider it an opportunity for service.
- To increase the measure of that service by consistent self-improvement.
- To contribute by study and action to the improvement of the legal, political, economic, educational, health and professional status of women.
- To work for the advancement of understanding, goodwill and peace through a world fellowship of executives in business and the professions united in the Zonta ideal of service.
- To keep ever before me the best of all creeds: "Do unto others as you would have others do unto you."

**OBJECTS OF ZONTA INTERNATIONAL**

- To provide service at the global and local level;
- To improve the legal, political, economic, educational, health and professional status of women;
- To work for the advancement of understanding, goodwill and peace through a world fellowship of executive in business and the professions;
- To promote justice and universal respect for human rights and fundamental freedoms;
- To be united international to foster high ethical standards to implement service programs, and to provide mutual support and fellowship for members who serve their communities, their nations and the universe.

*Attachment G. Web Site References*

**FOR A COMPREHENSIVE LOOK AT OUR ORGANIZATION  
ON AN INTERNATIONAL, DISTRICT AND CLUB LEVEL---**

**PLEASE VISIT OUR WEBSITES:**

**FOR ZONTA INTERNATIONAL:**

**[www.Zonta.org](http://www.Zonta.org)**

**&**

**[ZISVAW@ZONTA.org](mailto:ZISVAW@ZONTA.org)**

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**FOR DISTRICT 3:**

**[www.Zontadistrict3.org](http://www.Zontadistrict3.org)**

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**FOR NEARBY ZONTA CLUBS SEE:**

**<http://www.zontanyc.org> (New York)**

**<http://zontaclubofSuffolkCountyarea.org>  
(Suffolk County Area)**

**<http://zontatea-berg.org> (Teaneck-Bergenfield, NJ)**

*Attachment H. Zonta International's "Footprint of Service" Summary*

**ZONTA INTERNATIONAL'S "FOOTPRINT OF SERVICE"**

**for the 1998-2000 BIENNIUM**

**(all in US \$)**

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**LOCAL SERVICE CONTRIBUTIONS:**

**\$10, 800,000**

**INTERNATIONAL SERVICE CONTRIBUTIONS:**

**\$1,761,000**

**TOTAL SERVICE CONTRIBUTIONS:**

**\$12,561,000**

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**LOCAL SERVICE HOURS: 677,000**  
**LOCAL LIVES TOUCHED: 7, 200,000**  
**FUND RAISING HOURS: 353,000**

**LOCAL SERVICE AREAS (RANK ORDER BY US \$)**

- #1: Education/Literacy**
- #2: Women's Health**
- #3: Human/Women's Rights**
- #4: Advocacy/Woman's Issues**
- #5: Women & Aging**
- #6: Environment**

## *Attachment I. Top 10 Reasons to Join Zonta International*

### **“TOP 10” REASONS TO JOIN ZONTA INTERNATIONAL:**

An awareness of Zonta’s appeal to professionals and executives in business and the professions is effective in planning any strategy to attract potential members to Zonta. The following reasons may be helpful:

1. **Zonta’s Service:** Executives and professionals feel it is very important to belong to a service organization. A prominent Zontian said, “Membership in a service organization gives the opportunity to serve the community whose support has made it possible for me to be an executive.”
2. **Zonta’s International Involvement:** Membership in an organization that is international in scope provides an important opportunity to provide service on an international scale, which would be rare on an individual basis. Also through Conferences, Conventions and relationships with Friendship countries, opportunity to learn about customs and traditions as well as personal friendships with Zontians from many countries, in both similar and different occupations.
3. **Zonta’s Community Involvement:** Membership in a service organization provides an opportunity to work together with others who share common values and opens doors to friendships with other executives and professionals at the local level.
4. **Zonta’s Diversity:** Membership in a classified organization provides business and professionals a rare channel to interact with executives outside of their particular area of expertise.
5. **Zonta’s Travel:** In an age when travel is commonplace, membership in a worldwide service organization provides the opportunity to be welcomed at club meetings in all Zonta countries around the world. International Conventions are held in the most exciting cities in the world.
6. **Zonta’s UN Involvement:** Zonta International holds the highest consultative status with at least four UN agencies—ECOSOC, UNICEF, UNESCO and ILO, and often works with UNIFEM. Zontians have the opportunity to serve as UN Observers and represent Zonta at important international meetings, conferences and events.
7. **Zonta’s Educational Opportunities:** Because of Zonta’s sponsorship of the Amelia Earhart Fellowships and active involvement in the United Nations commemoratives such as the UN Decades, International Years and other projects, club members are provided access to information and issues not necessarily available with membership in other organizations.
8. **Zonta’s Leadership Opportunities:** Club membership provides the Zontian interested in developing leadership potential an opportunity for growth at the Club, Area, District, and International levels.
9. **Zonta’s Mission to Advance the Status of Women:** Zontians as leaders in their fields, are especially able to work to advance the status of women in their counties and in the world—in legal, political, educational, social, health and economic fields. Zontians serve as role models and often sponsor educational scholarships for women.
10. **Zonta’s Involvement with ZISVAW:** The entire membership of Zonta International is committed to develop Strategies to Eliminate Violence Against Women and their children.



*Attachment J. Zonta International Fee Structure*

**ZONTA INTERNATIONAL FEE STRUCTURE**

**(N.B.: Zonta International's fiscal year runs from 1 June to 31 May)**

**Annual in US \$:**

**Dues to ZONTA INTERNATIONAL: \$50.00**

**ZI Liability Insurance (US only): 3.00**

**District 3 Dues: 13.00**

**Club dues: determined by each club: 35.00**

**Plus:**

***One time* Registration fee for Charter,  
Transferring or reinstated members: 15.00**

**Half year dues: (from 1 Dec. on....)**

**Dues to Zonta International: \$25.00**

**ZI Liability Insurance: 3.00**

**District 3 Dues: 6.50**

**Club dues: (1/2 of \$35.00) 17.50**

**Plus:**

***One time* Registration fee for Charter  
or reinstated members: 15.00**

*Attachment K. ZING Script*

**ZING Script**

I put this script in 14-point type to read effortlessly. This explains my storyboard center first, right side then left. Adapt your script to your storyboard.... But keep it as short as this...with the club boards, you will quickly reach into brain overload....

Welcome to our ZING on behalf of the three sponsoring clubs: Monmouth, Trenton, and Morristown of District 3 of Zonta International.

Zonta is a Lakota Sioux Indian word meaning “honest and trustworthy” and Zonta is a world-wide service organization dedicated to improving the status of women worldwide. Note that we take service very seriously—we exist to serve the women and children of the local, region and world. Our motto is: “Advancing the status of women worldwide.”

Our symbol is Sioux composite pictographs within a square is explained here on the storyboard, and we have reproduced the sheet in your packet for your information.

Our purpose tonight is to introduce you to aspects of Zonta International in the hopes that you will join the new club we are starting here in Somerset County. This area needs our special brand of service and we hope that you will be part of this effort. We will need at least 20 members to charter this club.

I'd like to start going around the storyboard with International, District, and Area information. Later we will go to the club boards.

Zonta International is divided into 29 districts and a region—throughout 67 countries around the world.

Here in New Jersey, we are part of District 3 which runs from Westchester and Rockland Counties plus the 5 boroughs of New York and Long Island to the Virginia border, including all of NJ, Delaware, Maryland, Virginia, and out to State College, PA—all are in District 3.

In District 3 there are 4 Areas, we are in Area 2, and there are 36 clubs in the District with three more in formation. Zonta runs in a biennial mode- two year

terms for International and District officers, and most clubs run on the biennial term also. Each two year in even years we have an international convention where major business is conducted, officers elected, and service projects decided.

We have been blessed to visit wonderful cities all over the world for conventions—Sydney, Dallas, Hong Kong, Paris, and lately, Hawaii and last summer Gothenburg, Sweden. In 2004, District 3 will host the International Convention in New York City. In addition to business, there are wonderful fellowship opportunities to meet other Zontians, and also excellent trips offered in both pre—and post-convention times.

For District meetings, we have a District Conference every Fall somewhere around our District for workshops, elections, and business, and of course fellowship with Zontians around the District.

In the Area, Areas 1 and 2 meeting in the Spring for a one-day workshop, as do Area 3 and 4 for the same purposes further south. These meetings are important for learning about Zonta, exchanging ideas about service, and developing leadership skills for all of us.

Let us turn to Service. All our service monies and projects run through the Zonta International Foundation, a 501 (c)(3) set up next to our organization, a 501(c) (4). Our longest standing service project is the Amelia Earhart Fellowship program for graduate work in aerospace engineering and the sciences. Amelia Earhart was a member of the New York Zonta Club when she disappeared on her around the world flight. This fellowship was established in 1938 to honor her, and was a radical step for women in the sciences and non-traditional fields at that time. Since then Zontians have granted over 1,000 fellowships representing well over \$5 million to over 600 women worldwide whose work has advanced these fields as well as space exploration.

Our other rotating service projects are proposed by the Zonta International President-Elect to the International Board, which then recommends to the membership for ratification at Convention. Zonta has a long standing relationship with the United Nations—especially with both UNICEF and UNIFEM, the Children's and Women's funds of the UN. Not only do we have these relationships but Zonta has the highest consultative status with many agencies of the UN, and observers in all the UN Centers around the world.

This biennium we will continue with the project of “Reinventing India...reduction of violence against women” from last biennium, and add three more: An anti-trafficking project in Bosnia-Herzegovina, and two small projects in Afghanistan: reduction of neo-natal tetanus and a school program for girls.

These projects reflect one of our major foci of Zonta: the elimination of all forms of violence against women and children. District 3 was the Mother of what we now call ZISVAW: at first it was the Zonta International Summit on Violence against women. Now we call it: Zonta International Strategies to eliminate all forms of violence against women and their children. And so we come full circle on our storyboard.

There are a lot of wonderful programs that I did not discuss in this snapshot that you will learn about –such programs as the YWPA, and the rather new Jane Klausman Business scholarships, the Z-club and Golden Z Club programs that are available on the local level. And one more word...local projects are chosen by the individual clubs based on the needs of their community, and of the funds raised—the goal of 1/3 is to be donated to the International projects with 2/3 staying in the local community.

Next we will have one of the club boards, discussed by....