



Zonta International
District 15

Advancing the Status of Women Worldwide

STRATEGIC

PLAN

January 2011

Governance

The governance of a non-profit corporation is the responsibility of the Board of Directors who are authorized by state statute to manage the business and affairs of the corporation. The officers as well as the directors of the Board are fiduciaries subject to discharging their duties in good faith and with that degree of diligence, care and skill which an ordinarily prudent person would exercise under similar goals in a like position.

A *fiduciary* is a person in a position of trust. S/he owes a duty of good faith and loyalty to another person or entity above her own personal interests. Fiduciary duties consist of duty of care, a duty of loyalty and a duty of compliance.

Care means that Board decisions should be made deliberately out of a deep concern for the best interests of Zonta International, as well as for District 15 and the individual clubs of which it is comprised.

Loyalty consists of fairness, good faith and honesty, and must be free from conflicts of interest and self-dealing.

Compliance refers to action consistent with Zonta International's bylaws and all applicable laws.

The District Board will continue to examine reporting at the club, area, and district level to ensure that the district is able to comply with Zonta International requirements.

The District Board will solicit feedback at the club level to determine what additional training and/or resources the clubs and members require to comply with applicable laws and Zonta International policy.

Financial

- Maintain adequate membership dues to sustain District 15 operations and responsibilities.
- Manage available funds/assets in a professional/transparent manner.
- Present balanced budgets with at least once per biennium professional reviews using a simple and transparent reporting system.
- Explore and evaluate District fundraisers to raise monies for the District Rose Fund to pay for fellowship expenses such as for condolence as well as to pay district conference attendance expenses for award/scholarship recipients.
- Enhance services for the district membership by exploring technological methods to increase financial efficiencies.

Operational

- Establish “Rules of Procedure”, periodically review at least once per biennium and update as needed.
- Establish and adopt Strategic Plan, revise at least once per biennium and update as needed.
- Continue to upgrade the District 15 website and to enhance its usefulness as a resource.
- Take appropriate action to ensure adequate resources to carry out District responsibilities.
- Enhance services for the district membership by exploring technological methods for increasing operational efficiencies.

Credibility and Visibility

- Raise the profile of District 15 by Promoting district wide service projects and enhancing public relation efforts at the club and district levels.
- Reinforce credibility through mission-focused service and advocacy at the club and district levels.
- Establish a District Public Relations plan each biennium.

Membership

- Achieve a net gain of 5% in membership for the biennium.
- Update and expand the Recruitment, Retention and Revitalization Manual each biennium.
- Provide early intervention for troubled clubs.
- Ensure all clubs are aware that Zonta International encourages clubs to strive to reach minimum of 25 members to aid in smooth club operation and avoid burnout.
- Strive to charter new clubs each biennium. Identify potential new club sites in the district. Make clubs aware of the steps involved in chartering new clubs and encourage them to do so.

United Nations (UN)

- Support the programs and advocacy of the UN Women (United Nations Entity for Gender Equality and the Empowerment of Women) for the advancement of women and gender equality.
- Support and highlight our commitment to the UN and its service-providing agencies.
- Follow the recommendations of the Zonta International UN Committee to involve District 15 members in improving the status of women within the US.
- Support the Commission on the Status of Women recommendations and efforts to engage more effectively in women’s rights globally.

- Disseminate information from the Zonta International UN Committee observers in Geneva, New York, Paris and Vienna to strengthen members' knowledge of current issues for advancing women's rights.

Legislative Awareness and Advocacy (LAA)

- Engage actively in LAA activities to improve the status of women globally.
- Use and promote Zonta International policies and resources to educate and assist clubs and members to be effective advocates in their communities.
- Report on successful advocacy outcomes through the District 15 website and to members directly.
- Promote service projects through linking of outcomes to inform about the status of women, thus emphasizing advocacy through service.
- Encourage the District LAA Committee to work closely with the District UN Committee.
- Ask the District LAA committee to gather and share advocacy projects from clubs for replication by other clubs.
- Identify and address local issues within the district that impact on the status of women and the Objects of Zonta through dissemination of information to the District membership.
- District LAA committee collaborate with other organizations on Zonta International mission oriented advocacy issues.

Service

- Promote international service projects.
- Promote and conduct service projects that align with Zonta International and include an advocacy component.
- Disseminate Zonta International matrices/tools for evaluating service projects based on their alignment with Zonta International's mission.
- The District Service Committee will gather and share each biennium service projects for replication by other clubs.
- Consider appropriate district service projects for optional participation by clubs.

Amelia Earhart Fellowships (AE)

- Encourage clubs to promote Amelia Earhart Fellowship Information in their communities.
- Encourage clubs and individuals to provide financial support of the Zonta International AE Fellowship program.

Jane M. Klausman Women in Business Scholarships (JMK)

- Encourage clubs to promote JMK Scholarship information in their communities.
- Encourage clubs and individuals to provide financial support of the Zonta International JMK program.

Young Women in Public Affairs Awards (YWPA)

- Promote the YWPA Awards internally and externally at the district level awards.
- Encourage clubs and individuals to provide financial support of the YWPA program.

Foundation Goals

- Each biennium the governor and Foundation Ambassador establish a district goal for donations by clubs and individuals to the Zonta International Foundation (ZIF) and make this information available to all clubs.
- Encourage every club to donate a minimum of one-third of funds raised to ZIF.
- District Foundation Ambassador will educate clubs regarding ZIF funded projects and programs.

Leadership and Development

- Develop, collect and post leadership tools on the district website.
- Encourage the participation in leadership in Zonta at all levels.
- Area Directors provide training and support for leadership development.
- District treasurer provides training and support for club treasurers.
- The District Board provides training and support for the Board members.
- The District Board will encourage clubs to develop the leadership skills of their members.