

ZONTA LEGISLATIVE AWARENESS & ADVOCACY – BONNIE CLESSE, ZI District 4 - USA CO-CHAIR

MAY, 2011 REPORT

Connie Deckert, ZI D4 – Canada Co-chair & I have worked both together & individually on Legislative Awareness & Advocacy throughout Zonta District 4 Clubs in Canada & the United States.

CLUBS - In addition to presenting our power point at the three workshops, Connie & I have spoken to individual clubs & welcome the opportunity to visit more. I spoke at Pittsburgh & Hamburg-Orchard Park

SPRING WORKSHOPS POWER POINT PRESENTATIONS – Connie & I prepared a power point & presented it together at two workshops: Areas 1 & 2 at Guelph and Areas 3 & 4 at Lockport. I also presented it at the Areas 5 & 6 Workshop in Bradford so all three workshops received our LAA program. We combined a thorough coverage of LAA facts & information with examples & creative ideas of ways to target local issues & implement awareness & advocacy. Our objective was to encourage clubs to increase their members' awareness of issues & opportunities to get more involved in advocacy & to show them how to do it. The Zontians were quite receptive & enthusiastic to take back the impetus to their clubs.

WORLDWIDE ADVOCACY - In addition to mentoring me, Connie has continued her popular LAA news blast emails, keeping all of us informed of the many issues worldwide that can be impacted by advocacy.

LOCAL ADVOCACY - Focusing on advocacy at a local level in District 4, I worked on an Advocacy Survey which we passed out to all Zontians attending the three Spring Workshops. We stress that this is just a starting point in our aim to ascertain the levels of advocacy going on in District 4. Our objective in doing the survey in conjunction with our LAA Presentations was to canvas the attending Zontians as a representation of what our total membership is doing in advocacy. The information we gleaned gave us an encouraging "snapshot" of the advocacy our D4 clubs are involved in. It also helps us to target where we might be helpful in educating clubs about advocacy & ways they can implement it locally. We can certainly expand & refine the survey to get a more comprehensive result.

The resulting spreadsheet reveals that of the total 38 D4 clubs, we received responses from 28. Of those 28, 22 are participating in some form(s) of advocacy – Only 6 are not.

We'd appreciate it if Area Directors would encourage these clubs we do not have information on to inform us of their advocacy activities (Simply email us.):

Area 1– Woodstock Area 2- All reported – Thank you. Area 3– Ft. Erie, Grand Is., Kenmore, Niagara Falls, ON Area 4- Amherst, Aurora Area 5 – Erie Area 6 – Meadville, Washington County.

SURVEY RESULTS - The wide variety of different projects being done by our clubs in advocacy was shown in the survey. The sheer amount is considerable. Also, some clubs have several initiatives, some: one. Some advocacy efforts are quite involved; others, simpler. Furthermore, multiple responses reveal that not all members report the same advocacy within their clubs; misunderstanding of advocacy (& confusion between advocacy & PR) persists. LAA has made good progress in D4 but we still have challenges & work to do.