



**ZONTA SAYS NO**

A webinar arranged for you  
by the Zonta International PR  
& Communications Committee  
kindly supported by ZI  
Headquarters in Chicago



**JOIN THE CAMPAIGN TO END VIOLENCE AGAINST WOMEN**



**A 30 to 45-minute webinar hosted by the Zonta International PR & Communications Committee**

**June 29, 2013**

5:00 a.m. CEST for Asia, Australia and New Zealand

4:30 p.m. CEST for Africa and Europe

6:00 p.m. CEST for North and South America




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**We are not the first or only organization  
that rises to fight violence against women:**

THANK YOU ONE BILLION FOR ROCKING THE WORLD



**The Biggest Mass Global Action To End Violence  
Against Women & Girls In The History Of Humankind**

One Billion Rising is the beginning of the new world ignited by a new energy. It is not the end of a struggle but the escalation of it. **NOW** is the time to enact change. This is NOT an annual holiday, we are not waiting until 14 February 2014. **NOW** is the time to harness the power of your activism to change the world!

*If you want to know where to direct your energies right now, you can stage or attend a V-Day benefit in your community - visit [vday.org/our-work/college-community-campaigns](http://vday.org/our-work/college-community-campaigns) today!*

**VICTORIES**

[www.onebillionrising.org](http://www.onebillionrising.org)

Our campaign was conceived of at a time that sadly brought the issue of violence against women (VAW) to the attention of the entire world. The attack against Malala Yousafzai and the brutal gangrape in India made it to newspaper and TV headlines alike. The time is right, and the time is now to increase our efforts and raise our voice.

The small pictures of „1 Billion Rising“ events show the power of organized action.

The campaign colors – black, red, purple – are displayed through the clothes the participants wear.

An essential element that we should use in our own campaign as well.

Given our special relationship with UN Women, Zonta looked more closely at Say NO UNiTE. This relationship was the inspiration for the campaign title and the use of the color **orange**.

The screenshot shows the homepage of the Say No UNiTE website. At the top left is the logo "SAY NO UNiTE TO END VIOLENCE AGAINST WOMEN". The top right has links for "Contact", "English", "Español", "Home", and "Login to My Say NO". Below the logo are social media icons for "ShareThis", "YouTube", "Twitter", "Facebook", and "RSS". A navigation bar contains "ABOUT SAY NO", "AROUND THE WORLD", "THE ISSUE", "TAKE ACTION", and "DONATE". A search bar is on the right. The main content area features a photograph of a woman in a green and white patterned shirt sitting in a market. A blue box over the photo reads: "UN Women joining forces with UN-Habitat to promote women's voices, access and safety in cities". To the right of the photo, a large blue box displays "5,602,538 ACTIONS TAKEN" and a message: "15 to 76 percent of women may be abused in their lifetime. Let us count you in to make a difference – take action NOW to end violence against women." Below this are three orange buttons: "START AN ACTION", "JOIN AN ACTION", and "MANAGE MY SAY NO". The URL "saynotoviolence.org" is at the bottom right.

As a non-governmental organization with the UN, Zonta International has always worked closely with its various agencies. In fact, our three ZISVAW projects this biennium are managed by UN Women.

Given this special relationship, Zonta looked more closely at the Say NO UNiTE campaign which was launched by UN Women in 2009. That campaign title and their proclamation that the 25th of every month be called Orange Day to recognize the issue of violence against women inspired the Zonta Says NO Campaign.

**We decided to have our own campaign  
to support the movement and to increase  
Zonta's visibility in the world.**

**Symbols are powerful:**

- **Orange**
- **Campaign title**
- **Campaign logo**
- **Campaign visual**
- **Zonta logo**

The logo consists of the word "ZONTA" in large, bold, black, sans-serif capital letters. To its right, the word "SAYS" is written in smaller, black, sans-serif capital letters, oriented vertically. To the right of "SAYS" is the word "NO" in large, bold, black, sans-serif capital letters. The entire text is set against a solid orange rectangular background.

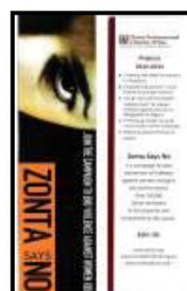
It would be great if pictures from the entire Zonta world showing orange and black and the campaign logo were sent from you to [pr@zonta.org](mailto:pr@zonta.org). The use of colors and logo demonstrate that Zonta is united by a common goal. As much as we appreciate our diversity, if we want to be perceived as powerful advocates, this unity has to be shown.

## Campaign Visuals



**Zonta Says NO  
Banners**  
(Courtesy of District 16)

available on  
[zontasaysno.com](http://zontasaysno.com)



**Zonta Says NO  
Bookmarks**  
(Courtesy of District 23)

The ZSN logo and the campaign visual, which is the logo + the close up of the eye photo + the strap line (or campaign line), can be downloaded from the campaign website. Also available for download is the pdf file for ZSN bookmarks. The bookmarks list our international service and ZISVAW projects for this biennium along with a brief description of the campaign and an invitation to join the effort.

As you create your marketing and publicity materials, remember that the logo and templates online are to be used **as created**. Do not modify these designs as that dilutes our message and goes against our goal of establishing a brand. This is the time to show the power of one Zonta. If you do have questions regarding the use of the logo or wish to request the logo or visual in another file format, please email [pr@zonta.org](mailto:pr@zonta.org).

Create posters using the visuals to promote your initiatives. Place them in libraries, police stations, etc.

Show the banners, distribute bookmarks at your events.

## Visual Marketing at the Zonta Store



In addition to banners, posters, bookmarks, etc. other important marketing tools are the orange pins and wristbands that are available for purchase through the Zonta store. You can find a link on the ZSN website for these items as well.

The striking color, logo, and ease of wear, make a powerful statement.

Having had the opportunity to sell the pins and bands at this month's North American Inter-District Meeting in Canada, I can certainly say that the response to the campaign and to the merchandising items has been overwhelming. Zontians in attendance bought all of the inventory that I brought and were looking for more. Many stated that they would be giving them to their club members, district conference attendees, Z/Golden Z students, guest speakers, and participants in their community events.

## Minimum participation

Individual or club action + **ZONTA SAYS NO**

We often receive questions as to what it takes to participate if a club cannot plan a big event. Well, any individual or club action that is branded by our campaign logo is part of the campaign.



## **Possible actions:**

- **Brand an already existing project with Zonta Says NO logos, colors, images**
- **Wear a campaign ribbon or wristband on 11/25**
- **Gather data on violence against women in your community**
- **Make a donation to a local facility to support victims or to prevent violence against women and make sure this gets public attention**
- **Organize a panel discussion, invite a speaker**



This past April, The ZC of Trenton Mercer, NJ D3 USA organized its 13th annual Rape and Violence Eradication Walk or RAVE for short.

This walk demonstrates two things 1. the difference that we can make when we reach out to community organizations and police departments within our own communities and 2. the truth in the saying, "A journey of a thousand miles begins with a single step".

In 2001, the club's Status of Women Service Committee wanted to start a ZISVAW project within their community of Mercer County.

The committee consulted with Womanspace, a non-profit which provides counseling and services to victims of domestic abuse and sexual assault. After meeting with a representative from a local police department, the Zontians were invited to attend a meeting of the newly formed Domestic Violence Victims Response Team. That team of volunteers, who are trained by members of Womanspace, meet with victims after an abusive incident in specially equipped areas in local police stations.

Proceeds from the walk support Womanspace, the Response Team, and since 2004 the Sexual Assault Support Services Advocates.

In the last 7 years, more than \$46,000 US have been raised to support women and children victims in Mercer County.



The Zonta Clubs of Alessandria and Casale Monferrato in Italy, District 30, exhibited women's shoes to represent victims of violence. This action has already inspired a number of clubs in other parts of the world. In Germany, we know of at least 15 clubs that are planning to make shoes part of their November/December Zonta Says NO event.



As we look at this picture, the idea to prepare a flash mob could cross our mind. Organizing a spectacular, fun event to raise awareness of a serious issue.

If we had the two UNiTE banners exchanged against Zonta Says NO banners, the action documented in the picture above would already be a perfect example of what clubs could do. Wearing orange and black underscores and strengthens the message.

The event was organized by Z and Golden Z Clubs of St. Michael's College of Laguna in the Philippines, District 17.

## **Something additional to consider:**

- **involve Z and Golden Z Clubs**
- **share your plan and project -> [pr@zonta.org](mailto:pr@zonta.org)**

If you have a Z/Golden Z club, take this opportunity to involve the students in a campaign activity. Allow them to develop their leadership skills. Ask the students to reach out to their campus newspapers for event coverage as well.

As your actions unfold, remember to keep all of your members informed and involved. Reach out to community leaders, politicians, the media, etc. to get the word out that your club and Zonta International are working to end violence against women.

Don't forget to share your stories with your governors. Post them on your websites and social media pages. Send them to your district webmasters. And, inspire your sister Zontians around the world by clicking on the ZSN Share your Story link on that website to submit your stories.

### **To assist you with your local comms:**

- **figures on VAW will be available at the end of July**
- **ready-to-use information on ZISVAW program as well**

### **What you could do:**

- **Get a quote from your mayor, high ranking officials from your country, CEO/board member of a major corporation**
- **Send this quote to [pr@zonta.org](mailto:pr@zonta.org)**

As you work with local politicians, high ranking officials in your country, CEOs/ board members of a major corporation, or high profile individuals in your communities, ask them for a quote which could be used in your printed materials.

Send the quote to [pr@zonta.org](mailto:pr@zonta.org) and you may see it listed on the ZSN website. Soon, you will be able to read quotes from UN dignitaries in support of our ZSN campaign on that website.

# Open Forum

Please use this time to share ideas  
and to ask any questions you may have  
about how to develop your Zonta Says NO project.

**For more questions or further discussions,  
you're welcome to contact us:**

**Susanne von Bassewitz:** [susanne.vonbassewitz@online.de](mailto:susanne.vonbassewitz@online.de)

**Mary Ann Rubis:** [maryannrubis@yahoo.com](mailto:maryannrubis@yahoo.com)