

## November Board Meeting Speaking Points

### **Website:**

This site is for everyone here to improve communication and material to D4 Clubs, club chairs & members, and vis versa.

We need all elected officers & committee chairs to review the site and decide on layout and set up for their committee, if you have not done so already. Content on the site that is not English, is Latin. It acts like a placeholder, to give a look and feel for the page until appropriate content is inserted. Therefore, if there is Latin on your page you need to communicate to me what to do with it.

ADs: We need information about Anniversaries, new or service projects, recognitions, etc.

If you cannot get into the site, please contact Sheena Poole.

This site will not launch until I hear from each committee or elected officer about their specific area and approve.

### **New Business**

#### **D4/Board Communication**

*Above and beyond everything we wish to recognize that we are a volunteer organization and people have varying degrees of time and resources that they can commit. Having said that here are some of our committee's strategies for improving communication with our board and D4 members.*

*We need to ensure that the lines of communication are respectful, open, consisted and clearly defined.*

*Comm. Com is feeling frustrated, then our assessment is that others are as well.*

#### **Strategy 1: Communicate Early** (info to Comm. Com. and Comm. Com. to members) **(Respectful)**

We understand emergencies occur and we will be better able to handle last-minute requests if most content is to us in advance.

**Club Events** – Minimum one month before Event if not earlier

**Meetings** – District/Centennial – as soon the date or location is secured (reminders can be sent closer to the actual meeting date.)

**Content for distribution** - (social media, website) two weeks in advance.

#### **Strategy 2: Communicate Frequently** **(Consistency, being open)**

We don't want to bombard our members with emails every day. But it is imperative that everyone is informed and up-to-date.

**We are making the following recommendation:** *The Com. C. creates one email blast in Mailchimp to all*

*D4 members (with everything) weekly or bi-weekly (day tbd. ~ Friday afternoon), instead of sending out emails announcements as they are sent to the us,*

**Urgent or pressing emails** can be sent out immediately, but at **our** discretion.

**Concern:** The issue will be that clubs will have to report email changes and new members to us.

## November Board Meeting Speaking Points

**Action:** Encouraging members to keep their email address up to date with ZI completed online. If a member is not receiving the monthly ZI newsletter, something is likely wrong, and they should check with ZI.

### **Strategy 3: Communication procedures** *(clearly defined)*

*We ask the following procedures to be incorporated into board & committees D4 communications*

**Generic Email Address:** There is a reason we have generic email addresses

([communications@zontadistrict4.com](mailto:communications@zontadistrict4.com)), they must be used. Notify at beginning of communication if we need to continue the online discussion as one-on-one or to remain using generic email address.

**Many individuals have multiple email addresses:** The ‘from’ emails need to consistently be coming from the same source. E.g. there are numerous emails from Bonnie that are not being received.

**Email Subjects Lines:** Zonta D4 with specific subject content.

**We do not create material:**

**Website** - Word document with your content with image attached in an email or Dropbox. Social

**Media/emails** - You need to send us content as you want it distributed. If you are requesting a mass communication, then the email must be as you wish it to be received by the recipient. Please attach a poster/card/image files.

**Strategy 4: Communication plan:** Committees will be asked to “plan” out the year.

This is so the Comm. Com is aware of up and coming events/information/meetings, etc. and how best to organize our time and resources. This may also help other committee coordinate with their schedule, especially those with overlapping interests.

Key periods such as Zonta’s birthday (Nov), 16 Days of Activism (Nov -Dec), Amelia Earhart (Jan), IWD (Mar), Spring Workshop (Apr), spring fundraisers (Apr - Jun) & Conference (Sept)

On behalf of the Communications Committee we appreciate your support and welcome discussions and suggestions to help engage our membership in an effective & efficient manner.

Kathryn Bunyan McClendon  
D4 Communication Committee

Sandra Cronk

Sheena Poole