



2019 Area Meetings /  
Workshops  
D4 & Club  
Service



Hello,  
We are Your D4 Service Co-chairs!

Sheena  
Poole  
&  
Judy  
Powers





## Overview

As a service committee, we recognize the range of understanding of what is a service project is extensive in our District.

The D4 service committee is not here to monitor a club's service & service projects, that is up to the clubs and their membership.

We wish to make you aware of the criteria set out by ZI and ask you to question whether your projects are a good fit, foster the ideals of Zonta, and reflect its mission and vision.

*(2017 Conference - ZI Director for D4's concern)*



# Presentation

- What Responsibility do Clubs and District have to ZI?
- Communications & Terminology
- Checking out D4 Club Service Projects
- Posing Questions and Having Difficult Conversations
- How Can we be Effective, Efficient, and Engaging so that Our Projects are an Enjoyable Experience?
- Let's Chat!

*A service project is an activity carried out by Zonta members in which they participate actively and personally in organizing and giving 'hands-on service,' not only providing fundraising for the project.*



## Communication about Zonta Service & Service Projects



# Communication

## D4's District Service Projects

Birthing Kit Project

Poster Project.

A District project must be voted in at Conference.

## Networking

Members working together on a project, with other clubs or with groups in the community.

## Organizing a Z Club

According to Zonta International, a Zonta club can sponsor a Z or Golden Z Club as a service project, thus empowering youth to empower others in their community.

## Continuum of Service (new concept)

From financial donations (writing a cheque) to collecting items for donation (bras, toiletries) to hands-on/personal activities (birthing kits, volunteering at a charity) to offer service/empowerment to women.



# Terminology

***Our mission and vision is to work together to empower women through service and advocacy.***

## Hands-on for service

**is best when working with others in a coordinated fashion that builds fellowship, knowledge about the initiative and Zonta.**

## Hand-over for service or “transfer”

**is an action that is taking from one and giving to another.**

## Fund raising

**is the raising of funds to offer a service, it is not a service project.**

*Can you develop a service project by incorporating a hands-on activity with a financial donation?*



# What Responsibility do Clubs and District have to Zonta International?





# Guide to Selecting a Service Project

## ZONTA INTERNATIONAL SERVICE COMMITTEE

### Criteria for Clubs and Districts to select a Service Project

1. A service project should meet the following criteria:
  - (a) It must focus on Zonta's mission
  - (b) it must benefit women or girls on the local or district level
  - (c) It must address one or both of the following factors:
    - i. empowerment of women in general to achieve equal rights and secure their access to legal, political, economic, educational, health and professional resources
    - ii. prevention of violence against women and girls.
2. A service project is an activity carried out by Zonta members in which they participate actively and personally in organizing and giving 'hands-on' service, not only providing fundraising for the project.
3. It can be a 'once only' project or be ongoing.
4. A hands-on service project may be partnered with another like-minded organization or organizations in accordance with the Affiliation with Other Organizations policy and guidelines.
5. An advocacy aspect is desirable.
6. Zonta's credibility must be protected.
7. The project should give visibility to Zonta and have wide media coverage, especially in terms of the beneficiaries.

**STEP 1:** Please answer YES or NO to the following questions:

Focus on the Objects of Zonta: Does the proposed project intend to	YES	NO
Improve the <b>legal</b> status of women?		
Improve the <b>political</b> status of women?		
Improve the <b>economic</b> status of women?		
Improve the <b>educational</b> status of women?		
Improve the <b>health</b> status of women?		
Improve the <b>professional</b> status of women?		
Work for the advancement of understanding, goodwill, & peace through world fellowship?		
Promote justice and universal respect for human rights and freedoms?		
Be united internationally to foster high ethical standards?		
Work to <b>end violence against women?</b>		

If the answer to **at least one** of the questions above is **YES, go to STEP 2**. If the answer to all questions is NO, then the project should not be pursued.

**STEP 2:** Please answer YES or NO to the following questions:

Focus on our mission and goals.	YES	NO
Does the proposed project focus on women's and girls' issues?		
Does the proposed project include service and advocacy?		
Is the project to be undertaken with like-minded organizations?		

If the answer to the **first question** is **YES**, the project is in line with Zonta's mission and goals. **Go to STEP 3**. If the answer to questions 2 and 3 is also YES, the project is in line with Zonta's goals. **CONGRATULATIONS!**

**If the answer to the first question is NO, then the project should not be pursued.**



# Discussion Panel about Club Service Projects



# Area 1 & 2 Project Discussion

- **'So They Can Go Home' Moccasin Making**
    - Tanya Tagwerker, ZC of Guelph
  - **Organizing a Z Club**
    - Margaret Geare, ZC of Brampton-Caledon
  - **Free the Girls**
    - Jane Newman, ZC of Kitchener-Waterloo
- How did you decide to initiate this new project?
  - How many members are involved?
  - Walk us through the project so that the audience can have a better understanding
  - Why is this exciting for your club?
  - Has this project generated benefits to the club?
  - What are the challenges?



## Area 3 & 4 Project Discussion

- **‘It’s Not Your Fault’ – Sexual Assault is a Crime**
    - ZC of Niagara Falls NY President, Lindsay Edwards
  - **Girl Power Project with Cheektowaga Youth**
    - ZC of Cheektowaga-Lancaster Nancy Peacock, Service Chair
  - **Kenmore International Institute**
    - ZC of Kenmore Jeanne Phillips
- How did you decide to initiate this new project?
  - How many members are involved?
  - Walk us through the project so that the audience can have a better understanding
  - Why is this exciting for your club?
  - Has this project generated benefits to the club?
  - What are the challenges?



# Area 5 & 6 Project Discussion

- **Birthing Kits**

- Ellen Munella, **ZC of Jamestown**

- **Free the Girls**

- Jennifer Bliss, **ZC of Warren**

- **Just Say No Poster Project**

- Connie Steller, **ZC of Oil-City-Franklin**

- How did you decide to initiate this new project?
- How many members are involved?
- Briefly inform the audience about your club's project.
- Why is this exciting for your club?
- Has this project generated benefits to the club?
- What are the challenges?



*A new concept to consider.*

# Continuum of Service



# Recognizing the range of understanding of what is service & a service project in our District.



***A Continuum of Service lies between financial donations and hands-on service projects.***



# Meeting the ideals & guidelines of ZI while considering the needs of our clubs.

## Understanding

- Many clubs in D4 are in a state of change; clubs with smaller membership, others growing with busy women, and some maintaining status quo by relying on key members.
- Clubs may be doing projects that were possible when they had a larger membership, but not now.
- We need to continually assess whether what we do aligns with Zonta's mission and vision.





*Posing Questions to your club.*

# Having Difficult Conversations



## Posing Questions and Having Difficult Conversations

- Have projects gone from a hands-on project to a hand-over situation?
- Are you doing projects only because of a historical reason?
- Are the projects still relevant? Does the project empower women?
- Working on projects that serve the community, but not women?
  - Meals on Wheels, toiletries for a hospital.
- Can your club identify other projects that involve more hands-on work and have an even more significant benefit to the same women?
- Can you tweak a financial donation to make it hands-on?



# Posing Questions and Having Difficult Conversations

- It is easier to keep doing what you are doing?
- Are the projects you are doing once a secondary “feel good” project that has become your primary form of service? Due to membership numbers.
  - Example: Meals On Wheels
- Is it possible, projects are not as in line with ZI criteria as they should be?
- Are you not doing hands-on service projects because of the cost but continue to deplete your club’s finances to buy items to give away?
  - Example: toiletries instead of supplies for birthing kits.



# Is your membership suffering?

Too much fundraising, not enough hands-on service?

- Are you at risk of not attracting or retaining members?
- Many women do not join a club such as Zonta to go into their community to ask for donors, sponsors, or money for their big event.
  - If given a choice would members prefer to do a hands-on project rather than fundraising?
- Yes, fundraising is necessary to build funds for service donations, but try not to let it take over your club and exhaust your members.



# ZI President Susanne's Directives Effective, Efficient, Engaging & Enjoyable

What can clubs do to enable these directives to help with membership, advocacy, service - service projects?

## Share

Ideas & best practices, work with other clubs on project, bulk purchasing, etc.

## Synthesize

Combine projects do double duty.  
E.g. a hands-on project that becomes a membership drive or joint advocacy & service project.

## Simplify

Eliminate what is not meeting Zonta's mission, vision & criteria or a club's desires.

## Showcase

Let your service be known, recognize & applaud your efforts, and share with other clubs, district, & ZI.



*What we are asking you to do ...*

***Have a real conversation with your membership about your club's service.***



It will only become more difficult as time passes.

***Don't just talk about making changes.  
Do it now!***



*If you have concerns or questions,  
feel free to contact Judy Powers or Sheena Poole at [service@zontadistrict4.org](mailto:service@zontadistrict4.org).*

***On behalf of D4 Service,  
thank you for your attention today!***

View this presentation on the D4 website