

**Zonta District 11 Service & Advocacy  
Strategic Plan 2017-2018  
Projects, Programs, Events  
OPTIONS**



**Dear District 11 Presidents, Area Directors and Advocacy Chairs,**

You are the best! You have been addressing campus safety, homeless women and children, pay-day lending practices, rape kit backlogs, and gender equality, with a vengeance of a Tasmanian Devil. I hear from friends who have visited Tasmania that it is a splendid country to visit, but this little feisty animal still exists. May you not meet up with one. But the allusion gives you the visualization of what we, as women wearing all our hats and ribbons are doing to empower our communities woman by woman. Thank you.

Our theme will remain the same, as Zonta moves into the new world of the U.N. Sustainable Development Goals, focused on Sustainable Gender Equality. Governor Charlene and I will be attending the upcoming U.N. Commission on the Status of Women 61<sup>st</sup> Session, as members of Zonta International's delegation, working with our U.N. Representative. In a word: WOW !

We will have much to bring back to all of you, for you to incorporate into work to engage communities in Zonta's Mission to "Empower Women through Service and Advocacy." From reading through a few materials ahead of this Session, I am truly encouraged by how NGO-CSW and Zonta International are collaboratively moving us into a productive future.

I would like all of us to look upon this work, not as 'work,' which could become wearisome, burdensome, or an OMG! What am I doing?! thing. Rather, let's give it a Vision. We, as empowered women, because of Zontians before us in service and advocacy, can now empower the next generation. We do this whenever we engage other women, girls, and yes, men, in breaking through violence to create violence-free places to live, work and play in our communities. You are the best !

**District 11 Goals: Service and Advocacy**

***Goal 1: Zonta's Service programs reflect on and enhance our mission.***

- District 11 projects are in-line with our mission and vision.  
Measures:
  - 100% of clubs have all local projects focus on women's and girls' issues.
  - Cooperative projects will only be undertaken with like-minded organizations.

**District 11 Service Project: Rethreaded** Collect monetary donations and t-shirts to be re-threaded into clothing, accessories and other items by survivors of human trafficking. Proceeds fund treatment and benefits to victims of human trafficking.

Rethreaded is a social entrepreneurship that is breaking the cycle of the sex trade by offering viable and creative work to those affected by the sex trade (i.e. prostitution, drug addiction and human trafficking.)

**Link:** <http://www.rethreaded.com/pages/about-us>

Rethreaded started with a simple idea, and a strong passion from its founder Kristin Keen. Beginning by forming relationships with women on the street and making prison visits, she knew the biggest need was for a safe, supportive work environment where these women could earn money while learning a skill and experiencing continued healing through community. Working in partnership with the City Rescue Mission, Rethreaded hired its first full-time employee in November 2012.

**Goal 2: Zonta International is a leading advocate for women's rights.**

- All advocacy actions are in-line with the strategic plan and have measurable impact. When relevant, cooperation with like-minded organization is initiated.

Measures:

- Zonta Clubs report advocacy actions in-line with Zonta's strategic plan.
- The campaign to End Violence Against Women is further developed to achieve local and national governmental and community commitment.
- Zonta Clubs report actions in support of the Women's Empowerment Principles.

- Zonta clubs are encouraged to cooperate across Area borders to engage in advocacy actions at a District level.

Measures:

- Tools will be available on the District 11 website to support advocacy actions at a District level.
- Examples of successful advocacy taken at the District level will be shared via the District 11 website to encourage additional actions by Zonta clubs.

- Men are engaged as partners for gender equality.

Measure:

- Zonta International endorses the HeForShe campaign and encourages Zonta clubs to engage men in the community to join the campaign.

**SHARE YOUR CLUB'S ADVOCACY STORY HERE:**

<http://www.zonta.org/Local-Action/Local-Service-Advocacy>



**THANK YOU**

## **ADVOCACY PROJECT IDEAS:**

1. Join your Chamber of Commerce. Become a source of information and educational opportunities on social justice issues and other issues important to your community. Be at the decision-making table.
2. Meet with your town, county, State and U.S. officials about issues, and present information and proposals to begin to effect solutions or to strengthen the positive issues. Leave them with one-page Issue Briefs stating the Issue, Challenge, Talking Points, Request, Impacts.
3. Create an open spaces edutainment event, such as in a Mall, where every store, cinema, restaurant participates, to educate shoppers about how to be free of violence in their every day lives. Invite experts to speak on domestic/ intimate partner violence, missing persons, trafficking, sexual assault, and what to do to make sure that these acts of violence do not happen. Ask the cinema to screen documentaries. Ask restaurants to give a % of that day's proceeds to a service partner. Edutainment in the Mall.

## **4. Issue by Issue**

### **Campus Safety**

Locally: Work with your local colleges and university public safety directors. What are their policies and protocols on campus safety? What would they change? How can Zonta best serve them?

How does your community's campus safety policies fit with the national law: The Clery Act and its subsequent amendment? The following article is from 2014. Is it still valid? What next needs to be done to make a campus safe?

Link:

[http://www.huffingtonpost.com/2014/10/17/campus-safety-law\\_n\\_6004946.html](http://www.huffingtonpost.com/2014/10/17/campus-safety-law_n_6004946.html)

The Zonta North American Inter-District Conference will have a session on campus safety. Maybe some of you will be there, and actually hold a dialogue and present what your Club has been doing?

### **Equal Pay for Equal Work**

Work with your State legislators and Chamber of Commerce to support and pass E.R.A.

Meet with the CEO / Presidents of influential businesses in your area, to talk about their salary and wage policies. Ask what else do they need to ensure equal pay for equal work. Ask for their support of E.R.A.

### **Empowerment and Economic Development**

Economic development is the key to Sustainable Gender Equality. How many businesses in your community are owned by women? How do they rate against all those owned by men? What courses or classes in entrepreneurship are being offered to women in your community, by the Chamber of Commerce or some educational institution or even via Coursera? How does LinkedIn help in this endeavor? How many senior women and women veterans are in need of financial assistance? What else is at issue here?

Read the attached U.N. Report.

### **Rape Toolkit Backlogs**

Big problem in every State: Assess the problem for your State and for your County. Let me know if you want a speaker who saw this problem first, and makes presentations and works with Medical Examiners to get rape kits processed.

### **Human Trafficking**

Support a Safe House or Shelter for victims of human trafficking. Lani George has one located in Charlotte, North Carolina, and Tajun McCarty could use help, volunteer and financial, for her house in Alabama.

Talk with your School District Superintendent about how to introduce curricula into the elementary, middle and high schools, via N.E.S.T. (National Educators to Stop Trafficking). They have experienced curricula, such as the ones developed by the Frederick Douglass Family Initiatives (fdfi.org ). When we find a victim, the situation has happened. What do we need to do to stop human trafficking? Prevent another situation. Prevention education will end human trafficking. Our youth will take the lead. They do not want this to happen to them.

### **5. Get to know law enforcement. Let them get to know Zonta.**

Apply to attend your town or village or city Police Academy.

Apply to attend a FBI Citizen's Academy.

**Brand Your Clubs:** Get the attention of your community and the issues or express empowerment in an intensive marketing campaign. Use social media, blogs, animated realist / Qcodes, web site or Facebook LIVE chats and other methods of communicating about what your Zonta Club is doing, and more important, about empowerment initiatives. Invite guest experts and celebrities to be part of the dialogue. Nothing like an FBI chat on cybersecurity and best business practices.

Create e-billboards. See attached. Lamar Advertising is located in most of our District. They are great. They view these billboards from Zonta as PSAs, and therefore are pro bono to us. Email me should you need more information. What is it that you want to express to drivers and passengers in 1 to 30 seconds? Powerful.

**Enough?** As a Navajo mother said when giving her daughter a gift:

“May you have enough.”

The attachments are collectively our frame of reference for The Zonta Way.

**Contact Me: Betty Houbion**

**Zonta District 11 Service and Advocacy Team Leader**

[bhoubion@yahoo.com](mailto:bhoubion@yahoo.com)

**843.357.7010 [P]**

**847.373.4158 [C]**

**Murrells Inlet**

**South Carolina**