

ZONTA INTERNATIONAL

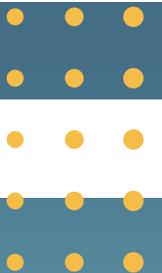
# STRATEGIC PLAN



## Zonta, Gender Equity, and a Vision for 2030 & Beyond

Strategic Plan Goals and Strategies 2023–2030





# MISSION

Zonta International is a leading global organization of individuals working together to build a better world for women and girls.

# VISION

Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, women have access to all resources and are represented in decision-making positions on an equal basis with men.

In such a world, no woman lives in fear of violence.



# FROM THE PRESIDENT AND PRESIDENT-ELECT

Dear fellow Zontians, dear Friends,

Warm greetings from the Zonta International Board!

It is our pleasure to introduce *Zonta, Gender Equity, and a Vision for 2030 & Beyond* – Zonta International’s strategic goals and strategies for 2023-2030. This plan is the culmination of three years of intensive work and fulfills our biennial goal to develop a strategic plan to meet the needs of Zontians while opening new pathways to Zonta for other gender equality advocates who care about our causes. It reflects the collective feedback of district and club leaders, club and supporting members, Headquarters staff, awardees and friends of Zonta. The resulting plan presents a strong, focused vision for the future of Zonta International.

At its core, the Zonta International we all know and love today will not change. Zonta will remain a place where globally minded individuals connect, collaborate and demand change to build a better world for women and girls. Through these newly designed strategies and the combined efforts of Zontians across the globe, Zonta International will build a stronger base of members, attract key allies and secure a stable financial future. As a result, Zonta will be a stronger, globally recognized organization making significant contributions to protect and promote the rights of women and girls in our local communities and around the world.

Success of this plan will require the dedication and determination of our entire Zonta International community. By working together, monitoring the plan and adjusting it as needed to the evolving world around us, we will ensure Zonta is best prepared to meet the challenges of the future and achieve our vision for gender equity.

Thank you for joining us in this important work. Together, we will build a better world for women and girls, now and in the future.

Sincerely,

Ute Scholz  
President

Salla Tuominen  
President-Elect



# FROM THE EXECUTIVE DIRECTOR

It is my privilege to join the Zonta International Board in presenting Zonta International's 2023-2030 strategic plan - *Zonta, Gender Equity, and a Vision for 2030 & Beyond*. Thank you to all of you who supported the strategic planning process through member surveys, focus groups and other outlets. Your insights helped us to refine our goals and set bold, new priorities. I hope you see your voices and experiences reflected in this vision for Zonta's future.

Membership organizations are facing a number of economic and societal challenges. I believe this strategic plan positions Zonta International to not only weather these challenges, but to embrace new opportunities and advance our position as a leading global organization of professionals working together to build a better world for women and girls.

To ensure Zonta International is fit for the future, we will focus on credibility and visibility, club success, leadership and sustainability and engagement of new audiences and allies. Work in these areas will be informed by, and undertaken in partnership with, our global community of clubs and supporting members, as well as organizations and individuals outside Zonta who share our vision for gender equity. We are developing clear metrics to track our progress and hold ourselves accountable along the way.

Thank you for joining us as we embark on this new strategic direction. With your support, the future is bright for Zonta International and the women and girls we serve.

Sincerely,

Megan Radavich  
Executive Director



*Engagement of  
Audiences & Allies*

*Strengthening  
our Efforts*

*Credible and  
Visible Voice*

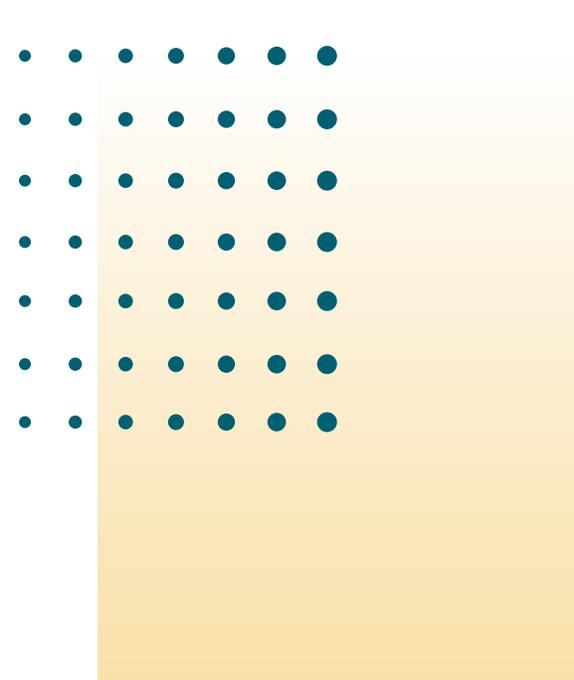
# **ZONTA, GENDER EQUITY, AND A VISION FOR 2030 & BEYOND**

**STRATEGIC PLAN GOALS AND STRATEGIES 2023–2030**

*Exploring New  
Opportunities*

*International  
Leadership and  
Sustainability*

*Club  
Success*



## GOAL 1.0

# Credible and Visible Voice

Zonta acts as a credible and visible voice on gender equity and delivers initiatives addressing education equality, climate justice, ending gender-based violence, and ensuring women are represented in decision-making positions on an equal basis with men.

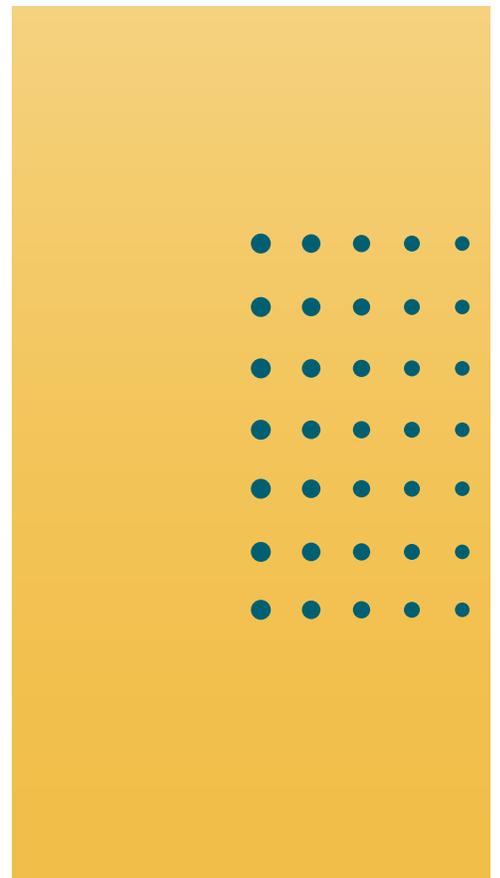


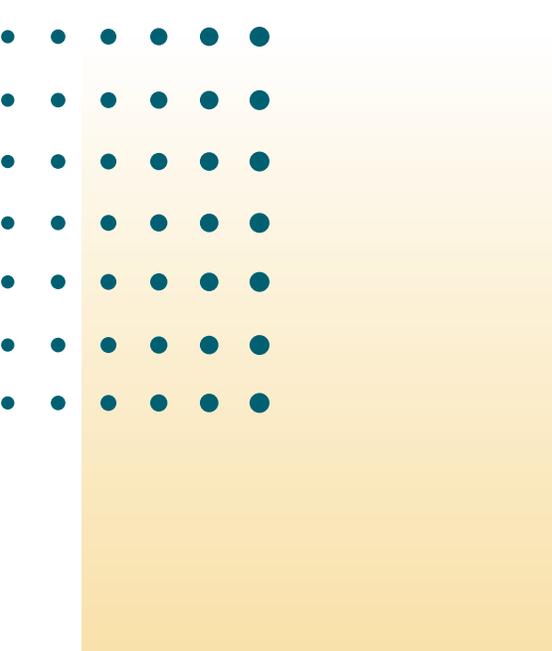


## GOAL 1.0

### Credible and Visible Voice

- 1.1** Provide a place for members to contribute their ideas to an on-going global conversation, and to increase their actions as gender equity advocates to drive the change women and girls need.
- 1.2** Develop and deliver programs and initiatives that provide cross-cultural community building and knowledge sharing on topics relevant to women's rights and that make a difference in the lives of women and girls.
- 1.3** Expand international content and communication strategies to demonstrate authority on issues facing women and girls in the world.





## GOAL 1.0

# Credible and Visible Voice



## STRENGTHENING OUR EFFORTS

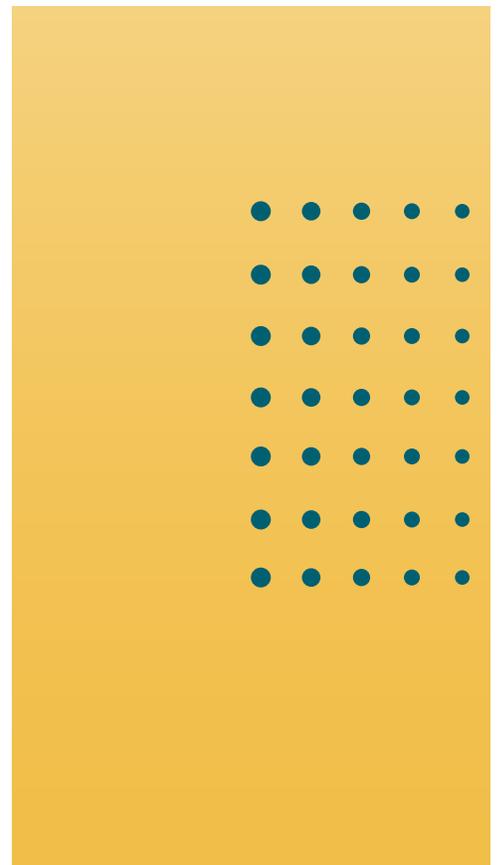
- Zonta will build upon the long-term success of Zonta Says NO as the campaign for our international, national and local activities for addressing gender-based violence.
  - Zonta will fully embrace climate justice as an area of focus, and we will further develop Zonta Says NOW as the campaign for our activities to address climate justice at local, national and international levels.
  - Zonta International will affirm ending child marriage as its signature project and will encourage support and advocacy on the issue at all levels of the organization.
  - Zonta will demonstrate its commitment to educational equality through meaningful fellowships, scholarships and awards that address equality of access or equality of opportunity for women and girls.
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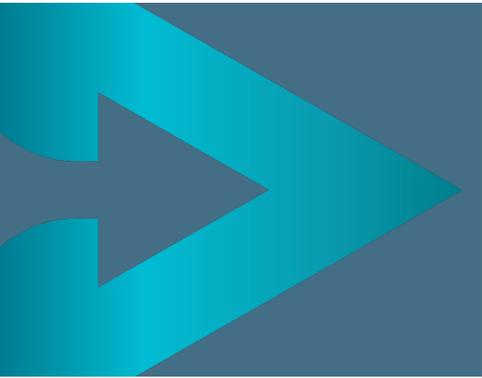
## EXPLORING NEW OPPORTUNITIES

- While maintaining its focus on service, Zonta International will place a greater focus on advocacy and in doing so, increase Zonta's credibility and visibility on issues facing women and girls in the world.
- Zonta International will direct time and resources to integrated public relations and communications strategies to position Zonta as an authority on gender equality issues globally.



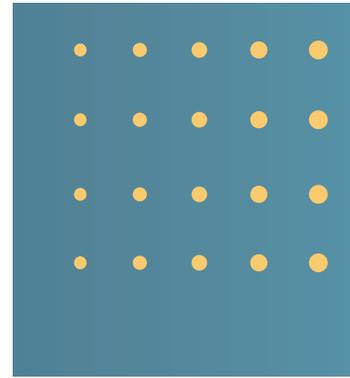
## GOAL 1.0 Credible and Visible Voice





## GOAL 2.0

### Club Success



Clubs serve as a welcoming and inspiring environment to those who wish to work to empower women and girls and create information and resources necessary to focus on the most important issues facing women and girls.



# GOAL 2.0

## Club Success

- 2.1** Increase focus on the value of Zonta clubs to deliver impact in their local communities.
- 2.2** Expand focus and support for forming and chartering new Zonta clubs.
- 2.3** Recognize the right of clubs and individuals to have self-determination.
- 2.4** Encourage the Zonta Spirit for a healthy club life and inclusive environment.



# GOAL 2.0

## Club Success

### STRENGTHENING OUR EFFORTS

- Zonta International will expand the club creator program and tools to support the chartering of Zonta clubs in new and existing Zonta countries.
- Zonta will continue to champion the Zonta Spirit as integral to creating healthy and vibrant Zonta clubs.



# GOAL 2.0

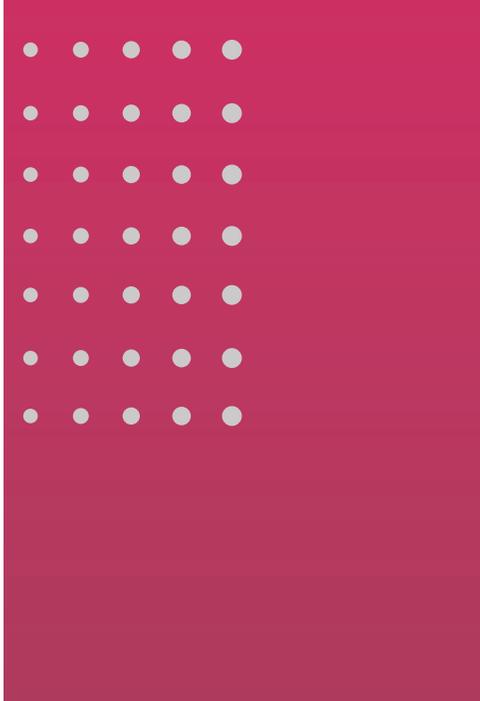
## Club Success



### EXPLORING NEW OPPORTUNITIES

- Zonta International will recognize and celebrate meaningful local projects addressing gender equity, education equality, climate justice, women in decision-making positions or gender-based violence.
- Zonta will simplify club governance and give clubs greater autonomy and flexibility to operate in a way that best serves the club and club members.





## GOAL 3.0

# International Leadership & Sustainability

Zonta manages its resources, including both time and money, to meet the vision and ensure the organization's long-term viability and success.

Zonta modernizes its governance structure to align with its strategic plan, ensure innovative thought and allow for effective decision-making.

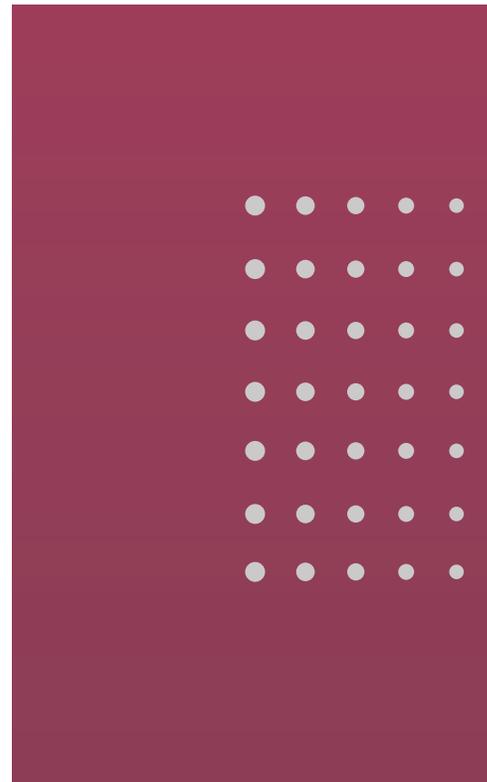


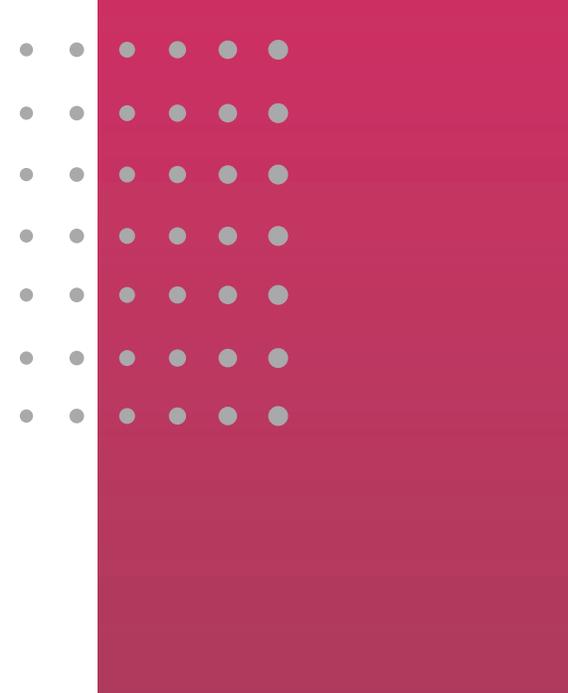


## GOAL 3.0

# International Leadership & Sustainability

- 3.1** Sustain current sources of revenue while evaluating operational and cost structures to be best positioned for the future.
- 3.2** Protect Zonta's assets with prudent management and a long-term view of organizational health.
- 3.3** Address Zonta International governance, leadership and internal structures to enable the effective achievement of our mission.
- 3.4** Enhance trust in the Zonta Foundation for Women for its work with unique and impactful programs which will attract donations and raise new funds from diverse avenues.





## GOAL 3.0

# International Leadership & Sustainability



## STRENGTHENING OUR EFFORTS

- Zonta International will continue to take steps to optimize operations and align resources with strategic priorities.
- Zonta will seek new and improved ways to increase the number of talented individuals qualified and ready to hold club, district and international offices.

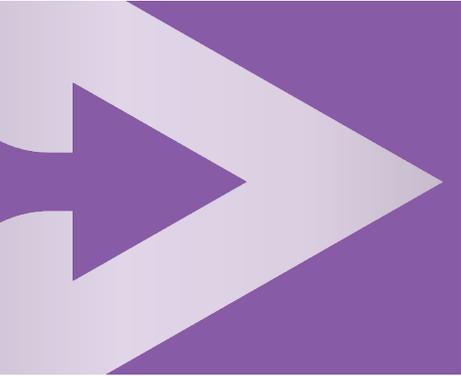
## EXPLORING NEW OPPORTUNITIES

- Zonta International will enhance Zonta’s value proposition and craft meaningful, personalized member experiences for club members, supporting members, young professionals and student club members, resulting in greater member and donor retention.
- Zonta International will modernize its governance structure to ensure the organization and its leadership are agile and ready to meet the changing demands of the future.



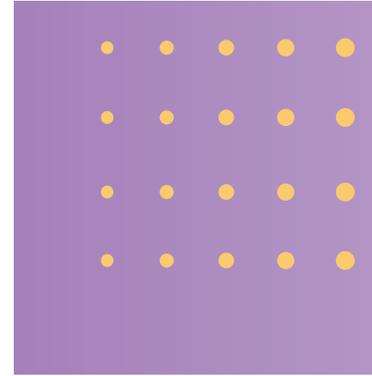
## GOAL 3.0

# International Leadership & Sustainability



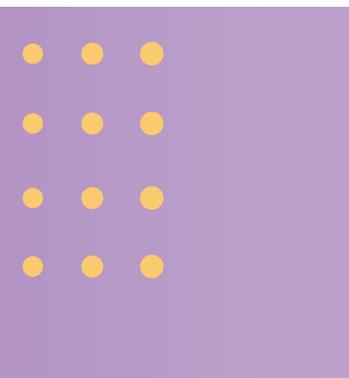
# GOAL 4.0

## Engagement of Audiences & Allies



Zonta creates customized pathways to connect to Zonta, develops collaborations with like-minded organizations, and expands revenue streams to further our mission and extend our voice.



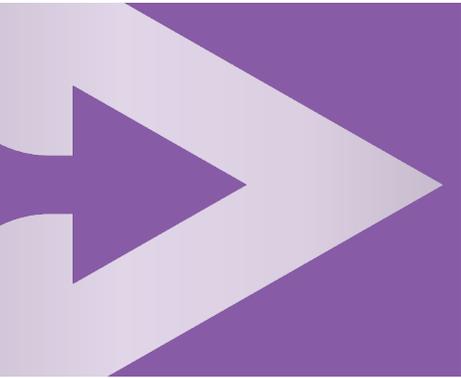


## GOAL 4.0

# Engagement of Audiences & Allies

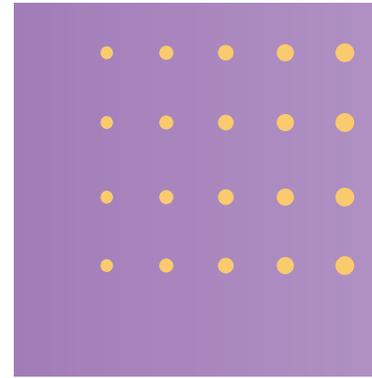


- 4.1** Leverage and market programs and engagement opportunities to introduce Zonta to new audiences of gender equity advocates.
- 4.2** Broaden Zonta's support base by attracting and welcoming new Zontians to our clubs and wider membership.
- 4.3** Enhance existing collaborations with like-minded organizations to increase information and resources for our members, while seeking opportunities to elevate Zonta's message with others.
- 4.4** Seek out new collaborations with like-minded organizations to expand alliances, partnerships, and sponsorships.



## GOAL 4.0

### Engagement of Audiences & Allies



#### STRENGTHENING OUR EFFORTS

- Zonta International will elevate visibility and awareness of its work at the United Nations and Council of Europe while seeking out new partnerships to expand Zonta's reach and influence.



## GOAL 4.0

# Engagement of Audiences & Allies



### EXPLORING NEW OPPORTUNITIES

- Zonta International will investigate alternative strategies to engage new members and supporters through additional membership categories and other opportunities to contribute to Zonta's mission.
- Zonta International will seek out like-minded organizations, non-governmental organizations and corporations to partner with to broaden Zonta's advocacy, fundraising and awareness-raising efforts.

# Strength in Numbers



**26,000** members who are working to build a better world for women and girls.†



**1,100** clubs in **62** countries†

## **Four 2022-2024 Biennium** International Service Projects

Adolescent Girls' Health and Protection in Peru

Engaging Girls on Climate Change in Madagascar



Ending Child Marriage



Her Health and Dignity, Our Priority: Strengthening services for survivors of GBV



**More than US\$35.9 million** has been dedicated to **95 separate international service projects** since 1923 in **71 countries.\***

**More than 250** local service and advocacy projects completed and shared by members since July 2022.

†as of 31 May 2023





### **30 Annual Amelia Earhart Fellowships**

given to women pursuing advanced studies in aerospace engineering and space sciences.

### **37 Annual Women in Business Scholarships**

given to women pursuing undergraduate and master's degrees in business management.



### **37 Annual Young Women in Public Affairs Awards**

given to women aged 16 to 19 who demonstrate leadership skills and a commitment to public service and civic causes.

**More than US\$14.2 million**

has been awarded to  
**2,636 women**  
as educational awards in  
**103 countries.\***



\*as of 31 May 2022





 ZONTA INTERNATIONAL

# STRATEGIC PLAN



**ZONTA INTERNATIONAL**

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

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