

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

Strategic Plan Goals and Strategies 2023–2030

ZONTA INTERNATIONAL

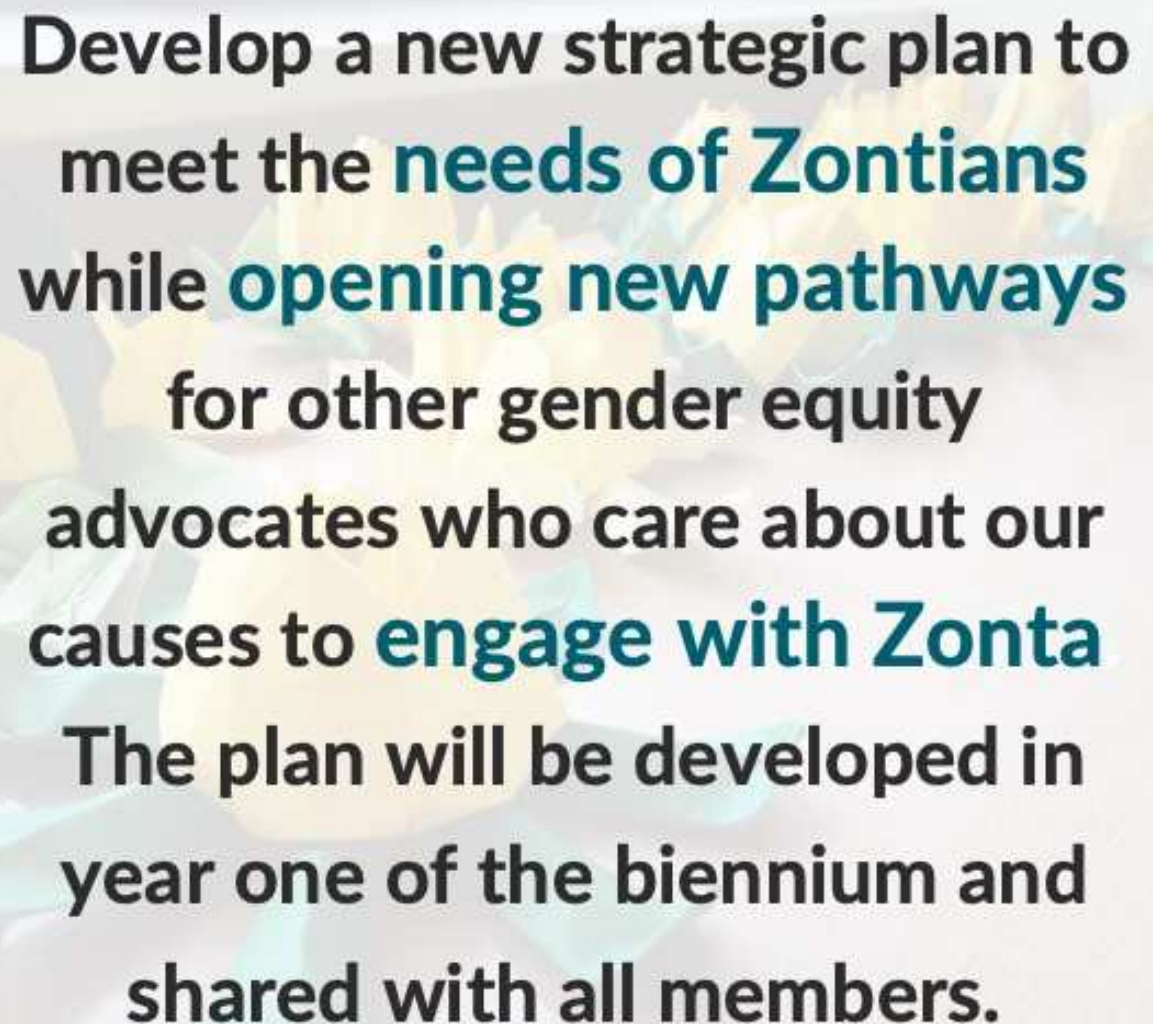
STRATEGIC
PLAN





THE OBJECTIVE

ZONTA INTERNATIONAL
**STRATEGIC
PLAN**

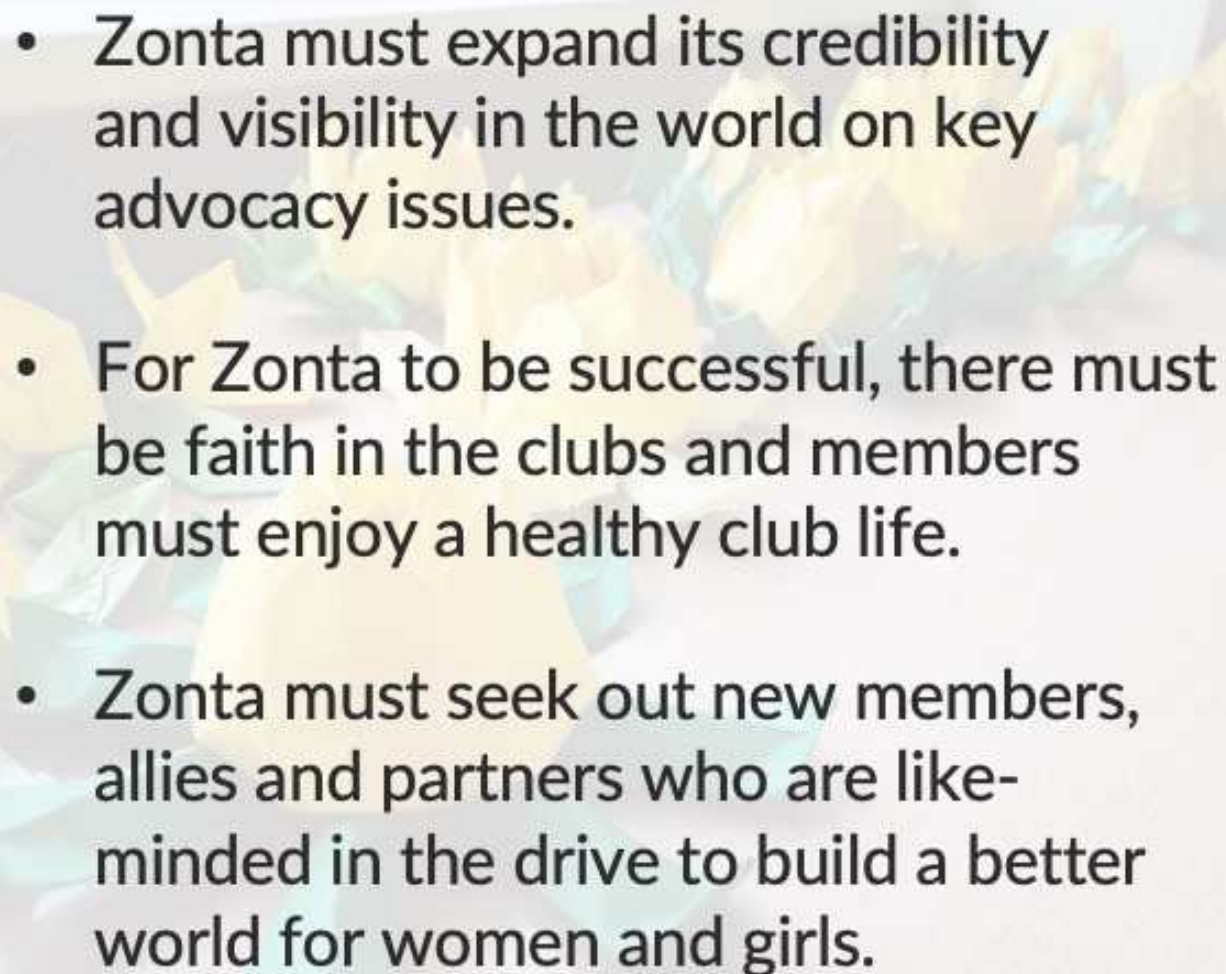


Develop a new strategic plan to meet the **needs of Zontians** while **opening new pathways** for other gender equity advocates who care about our causes to **engage with Zonta**

The plan will be developed in year one of the biennium and shared with all members.




KEY PRINCIPLES

- 
- Zonta must expand its credibility and visibility in the world on key advocacy issues.
 - For Zonta to be successful, there must be faith in the clubs and members must enjoy a healthy club life.
 - Zonta must seek out new members, allies and partners who are like-minded in the drive to build a better world for women and girls.



KEY PRINCIPLES

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**STRATEGIC
PLAN**



At the core, Zonta will not change and will remain a place where globally minded individuals connect, collaborate and demand change to build a better world for women and girls.

But we must remain relevant for the future and open to change to continue as a sustainable and strong community of individuals working together to fight for gender equity.

UPDATE TO MISSION



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

2023-2030: OUR MISSION & GOALS

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

Goal 1: 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.

READINESS FOR THE FUTURE WILL REQUIRE...

Goal 2: 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 3: 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 4: Engagement of Audiences & Alliances

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.



EQUITY

- Resources given based on needs
- Situation focuses on everything being fair, in regards of current status
- Outcome is equal



VS



EQUALITY

- Everyone gets the same resources
- Situation focuses on everything being the same, regardless of current status
- Outcome is not equal

www.zonta.org

2023-2030: OUR GOALS

1

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.

1 Credible and Visible Voice

2 Club Success

3 International Leadership & Sustainability

4 Engagement of Audiences and Alliances

GOAL #1 CREDIBLE AND VISIBLE VOICE

STRENGTHENING OUR EFFORTS

- Zonta will build upon the long-term success of Zonta Says NO as the flagship 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 flagship 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.

2023-2030: OUR GOALS

2

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.

1 Credible and Visible Voice

2 Club Success

3 International Leadership & Sustainability

4 Engagement of Audiences and Alliances

2023-2030: OUR GOALS

3

International Leadership & Success

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1 Credible and Visible Voice

2 Club Success

3 International Leadership & Sustainability

4 Engagement of Audiences and Alliances

2023-2030: OUR GOALS

4

Engagement of Audiences and Alliances

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.

1

Credible and
Visible Voice

2

Club
Success

3

International Leadership
& Sustainability

4

Engagement of
Audiences and Alliances



GOAL #4 ENGAGEMENT OF AUDIENCES AND ALLIANCES

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.

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 appropriate entities for external fundraising efforts.

THE TIMELINE

ZONTA INTERNATIONAL STRATEGIC PLAN



WE NEED YOUR SUPPORT!



Zontians have a role to play and are key to the success of this plan.

Strategies will be aligned at international, district and club levels.

Resources will be developed for districts and clubs to support alignment.





Q&A

Follow along at:

www.zonta.org/strategicplan

