



**District 3 Club Achievement Form 2009-2010**

**Public Relations and Communications Committee**

**Instructions**

Following the guidelines stated below, send your completed club report form, by mail or email, postmarked **no later than 30 June 2010**, to:

1. Judy Johnston, PR & Communications Chair, [zonta46@verizon.net](mailto:zonta46@verizon.net) , 2355 Millenium Lane. Reston, VA 20191
2. Governor Ellen Karo, [ekaro@nj.rr.com](mailto:ekaro@nj.rr.com), 201 Bridge Plaza North 12F, Ft. Lee, NJ 07024

**Public Relations Overview**

Zonta Public Relations communicates our mission of advancing the status of women worldwide to key publics in order to increase awareness, understanding, support and cooperation. Clubs are encouraged to use every opportunity to be creative in promoting the International Zonta message as well as local club accomplishments to the community. Promoting this awareness is accomplished by using all forms of media at both the International and local club level.

**Report Guidelines**

Complete a report on your club’s Public Relations activities from June 2008 to May 2009. It is suggested that you include information about the following (but not limited to this list) for your report:

1. Newsletter
2. Website
3. Press Releases
4. Brochures
5. Promotional products
6. Special Events and Fundraisers
7. Audio Visual materials
8. Zonta Rose Day
9. Recognition and Awards
10. Archiving

You may also attach/send sample copies.

**Resources**

PR Toolkit on the ZI Web site:

[http://www.zonta.org/site/PageServer?pagename=mr\\_pr\\_toolkit](http://www.zonta.org/site/PageServer?pagename=mr_pr_toolkit)

## **Suggestions for ideas for report content.**

*Your report should not be limited to one or any of the ideas below. Try not to base the sole content of your report by providing answers to any of or all of the suggestions below. Be creative in your report. We are interested in how YOU express your accomplishments.*

Provide an overview of your club's Public Relations activities. You might choose one or more events that best exemplify your club's unique goals and objectives.

Think about building key points in your report that support the goal and how it was accomplished, i.e., if your club has a new or improved brochure, website, newsletter or promotional product. In the report include what you did, how you did it, number of members involved, and outcomes.

Review how good usage of PR has increased new membership in your club.

Include information about club history (archives) and how this has generated interest in your club throughout your community.

Highlight how your local club has incorporated information about Zonta International's goals, objectives and programs into your public relations plan.

Think about what has been the best usage of your club's Public Relations Committee in terms of time and talent in creating an overall PR program for your club.

Tell us what you've done that's new and exciting...and we want to hear your ideas for the future!



**Zonta International  
District 3**

*Advancing the Status of Women Worldwide*

**Public Relations Club Report Form 2009-2010**

**Club Name:** \_\_\_\_\_

**Person Completing Report:** \_\_\_\_\_ **Your e-mail address:** \_\_\_\_\_

**Your phone number:** \_\_\_\_\_