

Take Away from The Public Relations Double Header

Presenters: Kathleen Douglass and Sandra Vosper

Part 1 – our Marketing Challenge – How does Branding translate into Zonta Terms?

Our Relationship is with members, event customers, service partners = community

Our Promise – leadership, integrity, service, fellowship and fun

Our Identity – the Zonta Logo, Yellow rose, YELLOW = powerful women

Our Communications – flyers/brochures/pamphlets, web sites, newsletters

The Zonta Brand imparts – professional, friendly, benefits to members, fun giving back, service

We can't be everything to everyone but we need loyalty to the Brand. Develop our elevator speech, different from other service clubs and we need to let this be known. Are we keeping our promise to our members and community?

You are the Brand – need that Zonta Glow

Everything you say and do is Zonta in the minds of members and the public

Be authentic – Keep the promise

Build towards a public image that is worthy of our history and our future.

Part II – Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, and plans and executes a program of action to earn public understanding, recognition and acceptance.

We brainstormed the following:

Why are we still answering the “what is Zonta?” question?

What promotional strategies can we use to stop the above question?

What branding initiatives are being effectively used?

What promotional avenues should Zonta pursue?

What is Zonta's hook?

What does Zonta have to offer that is different from other service Organizations?

How can we use this hook to attract new members?

What makes a good promotional campaign?

How can we couple vision with action to advance the status of Zonta?

Vision without action is merely a dream

Action without vision solves nothing

Vision with action can change the world.

By Buffie Kelly, Ed.D.