

# Advocacy

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**Zonta International**  
*Advancing the Status of Women Worldwide*

# Zonta International's Definition of Advocacy

- support for, or opposition to, a cause, argument or proposal.
- action taken in 'the public interest' or for 'the greater good' with respect to empowering women and girls and their human rights.



# Zonta International's Advocacy Goal

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

- (a) All advocacy actions are in-line with the strategic plan and have measurable impact. When relevant, cooperation with likeminded organization is initiated.
- (b) Zonta International utilizes its consultative and participatory status at the United Nations and Council of Europe to ensure equality and a life free of violence for all women.



## **ZI's Advocacy Goal, Continued**

**(c) Zonta International encourages Zonta clubs to cooperate across district borders to engage in advocacy actions at national level.**

**(d) Men are engaged as partners for gender equality - in particular, Zonta International endorses the HeForShe Campaign, adopted by UN Women, and encourages Zonta Clubs to engage men in the community to join the campaign**



# Tools Available from ZI for Advocacy

- We have an Advocacy Definitions and Policy, and Guidelines (appendix 1, 2)
- We have a scorecard to use, to test each proposed Advocacy project against Zonta's goals and mission (appendix 3)
- We have an Affiliation with Other Organization Policy, and Guidelines (appendix 4, 5)
- We have a Women's Reproductive Health Policy (appendix 6)
- We have an Advocacy Who-When-How flow chart with notes (appendix 7)

ALL AVAILABLE AT [www.zonta.org](http://www.zonta.org)



# Important Considerations in Advocacy Projects

- Zonta is NON-PARTISAN: not biased or partisan, especially toward any particular political group.
- Zonta is NON-SECTARIAN: not involving or relating to a specific religious sect or political group
  - For example, there were cautions about Zonta participation in the Women's March in DC in January, 2017
  - See Zonta Path (Appendix 8)



# United Nations – UN Women

- UN Women is the United Nations Entity for Gender Equality and the Empowerment of Women.
- Created in July 2010 – combines prior efforts
- <http://www.unwomen.org/>



# HeforShe Campaign

- Initiated by UN Women on 9/20/14
- Web: [www.heforshe.org](http://www.heforshe.org)
- Solidarity campaign for gender equality
- Goal: engage men and boys as agents for change





# HeforShe Campaign

- Uses online, office and mobile technology
- Activates advocates in every city, community and village around the world
- There are action plans for various situations



# HeforShe Action Plan for Work

The action plan for work includes:

- Don't Laugh
- Pitch In
- Open the Door



# HeforShe Action Plan to End Violence

The action plan against violence includes:

- No Trolls
- Teach Peace
- Active Bystander



Let me know what you think and how I can help!  
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*Thank you*



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