

ZONTASAYS**NO** TO VIOLENCE AGAINST WOMEN

16 DAYS OF ACTIVISM TOOLKIT

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Violence against women and girls is one of the most pervasive human rights violations and a global threat. It knows no national or cultural barriers; it takes place at home, in the workplace and in open spaces, and affects millions of women and girls in peacetime and conflict. It includes psychological, physical and sexual violence, and harmful practices such as rape, female genital cutting, child marriage and human trafficking.

Violence against women and girls threatens countries, inhibits economic progress, and prevents women from contributing to their community and creating better lives for themselves and their families.

Zonta International's ongoing service efforts are demonstrated through numerous local projects and programs and through partnerships with the United Nations and its agencies.

Our ongoing advocacy efforts are built around the **Zonta Says NO to Violence Against Women** campaign. Launched in 2012, the campaign has raised awareness of the global pandemic of women's rights violations and has united Zonta clubs worldwide in conducting impactful advocacy actions to fight violence against women and gender inequality.

During the 16 Days of Activism, 25 November–10 December, all Zonta clubs and districts are encouraged to take part in the **Zonta Says NO to Violence Against Women** campaign and to take local, national and international actions to influence the making and implementation of laws, as well as changing gender-based attitudes and behaviors to end violence against women and girls.

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.



We are ambitious, yet grounded in the realities of the world we inhabit. We are at the pivotal moment where gender-based violence remains a stark and painful reality and child marriage statistics have taken steps backward due to the unstable post-pandemic world.

But, we will not back down as we continue our work and intensify our efforts to combat gender-based violence. Our voices and actions through the Zonta Says NO to Violence Against Women campaign will build not just a better world for women and girls, but a better world for all.

Salla Tuominen
Zonta International President



CAMPAIGN GOALS

- 1 Inspire and encourage Zonta clubs and supporting members to raise awareness of, and take action to prevent, gender-based violence during the 16 Days of Activism.
- 2 Make supporting members feel like they are part of a global community of activists and are empowered themselves to take action and be part of the campaign.
- 3 Collect more stories and photos of Zonta actions across the globe.

Zonta Says NO to Violence Against Women Summit

10 December 2024

www.zontasaysno.com/online-summit

Cost: General Admission: US\$10 | Students: US\$5 (plus fees)

On 10 December, join us for a virtual summit featuring keynote speakers, and interactive discussions to expand your awareness and gain inspiration to carry your actions forward beyond the 16 Days of Activism..

Admission is US\$10 per person for one day. All proceeds, less fees, go to the Zonta Foundation for Women International Service Fund to support global initiatives to address gender-based violence.

Members who participate will have this donation count toward their Every Member Every November Zonta Foundation for Women giving total.



Rather than focusing on one specific theme for the campaign, this toolkit provides Zonta clubs and individual members with ideas for a wide variety of actions that can be taken at the individual, club and/or district level.

Clubs will not be expected to take action every day but can tailor actions to meet the needs of their local communities and capabilities of the club. Actions of the clubs choosing can be taken at any time during the 16 Days of Activism. There is no daily theme to follow.

1: Envisioning

- Renew your commitment to ending gender-based violence by taking the Zonta Says NO to Violence Against Women pledge.

2: Knowledge

- Research gender-based violence issues in your local community, state or country and highlight these issues via club/individual social media channels.

3: Orange

- Wear orange and share a picture or video on social media.
- Orange your city.
- Use a Zonta Says NO sticker on an Instagram post.

4: Giving

- Make a donation to the Zonta Foundation for Women International Service Fund to support efforts to end gender-based violence and child, early and forced marriage.

5: Listening

- Host a virtual forum/speaker on gender-based violence.
- Listen to and elevate stories of survivors and advocates.

6: Remembrance

- Remember those women and girls who have died as a result of gender-based violence through a red dress campaign, shoe display or other method.

7: Allyship

- Invite men and boys to join you in your actions.
- Put together a photo campaign of men and boys in your community with Zonta Says NO to Violence Against Women signs and share via social media.

8: Advocacy

- Ask a state or local official to make a Zonta Says NO to Violence Against Women proclamation.
- Call for your country's ratification of the Council of Europe Istanbul Convention.
- Take action to end child marriage at the state or national level.
- Review your company's sexual harassment policy and advocate for updates, if needed.

9: Discussion

- Host a discussion about ending violence in a webinar or on social media.

10: Global Issues

- Read statements from Zonta International including those on climate change, trafficking in persons, migrants and refugees and women's rights in armed conflicts and post-conflict settings to see how gender-based violence is connected to these larger global issues.

11: Tribute

- Highlight survivor stories via social media.

12: Student Engagement

- Partner with your local Z club or Golden Z club, Girl Scouts, Girl Guides or other student groups.
- Work with students to address cyberviolence against women and girls.

13: Outreach

- Organize a letter writing/postcard campaign to elected/appointed officials on an issue of importance in your community, state or country.
- Write a letter to the editor on a gender-based violence issue in your community.

14: Community

- Host a book club with a focus on gender-based violence or women's empowerment.
- Interview your local police chief or elected official to talk about issues in your community and publish the interview on your website and share on social media.
- Organize a Zonta Says NO to Violence Against Women march or virtual march in your community.

15: Service

- Help survivors of domestic violence.
- Support local organizations responding to domestic violence.

16: Reflection

- Reflect on what you learned during the 16 Days and share your reflections via social media or with family and friends.
- Share your story with Zonta International; include photos, where appropriate.

SHARE YOUR ZONTA SAYS NO ACTION



1: Envisioning

Take the Zonta Says NO to Violence Against Women Pledge

Speak up and renew your commitment to ending gender-based violence by taking and sharing the pledge below.

I WILL:

- Say NO to violence against women and girls.
- Say NO to violence in any form, whether physical, psychological or via the Internet.
- Support or host a program on gender-based violence.
- Learn more about gender-based violence found at the Zonta Says NO website.
- Reflect on what I learned during the 16 Days and speak up via social media and with family and friends throughout the year.
- Invite the men and boys in my family and community to take the pledge, speak up and take action to prevent gender-based violence.

WWW.ZONTASAYSNO.COM/PLEDGE

2: Knowledge

Research gender-based violence issues in your local community, state or country and highlight these issues via club/individual social media channels.

Preventing and ending gender-based violence requires knowledge of the issues.




What is the most prevalent form of gender-based violence where you live?

What is being done to address the issue?

Provide links for others to take action or engage community members, family and friends in a discussion to come up with your own ideas for solutions. Here are some sites to help you get started, but look to regional or national sources too.


- [International Center for Research on Women](#)
- [Girls Not Brides](#)
- [UN Trust Fund to End Violence Against Women](#)
- [Futures Without Violence](#)
- [European Institute for Gender Equality](#)
- [Asian Pacific Institute on Gender-Based Violence](#)

Myths about child marriage

MYTH	FACT
Child marriage is rare and only happens in certain countries	Child marriage is common and takes place across the globe
  	
About 1 in 5 girls in the developing world are married before age 18.	
Child marriage takes place all over the world, across continents, cultures and religions, including developed countries.	

Data from UNFPA

#ZontaSaysNO | #EndChildMarriage | #16Days
www.ZontaSaysNO.com




INTIMATE PARTNER VIOLENCE

is one of the most common forms of violence against women

includes physical, sexual and emotional abuse, as well as controlling behavior by an intimate partner


THESE VIOLATIONS RESULT IN SERIOUS SHORT AND LONG-TERM:

- ▶ physical problems
- ▶ reproductive problems
- ▶ sexual problems
- ▶ mental health problems
- ▶ and increased vulnerability to HIV



30%


of women worldwide who have been in a relationship report that they have experience some form of physical and/or sexual violence by their intimate partner.



56%


of all female homicide victims in 2021 were committed by intimate partners or other family members.

#ZontaSaysNO | #16Days
ZontaSaysNo.com
Facts from WHO and UNODC




Child marriage has devastating consequences on a girl's health

Neither physically or emotionally ready to give birth, child brides face higher risks of death in childbirth and are particularly vulnerable to pregnancy-related injuries such as obstetric fistula.




Complications in pregnancy and childbirth are the leading cause of death in girls aged 15-19 globally.



90% of adolescent pregnancies in the developing world are to girls who are already married.

Data from Girls Not Brides and care.org

#ZontaSaysNO | #EndChildMarriage | #16Days
www.ZontaSaysNO.com



VISIT ZONTASAYSNO.COM FOR MORE INFOGRAPHICS

3: Orange Your World

25 November is Orange Day. However, the color can be worn and shown at any time during the campaign.

The Zonta Says NO to Violence Against Women campaign adopted the use of the color orange to show solidarity with many other campaigns standing in opposition to violence against women. This vibrant color stands out while being worn or displayed on roadways, buildings, statutes and other structures.

Wear orange and share a picture or video on social media.

Use a sticker on Instagram by searching “Zonta Says NO” in stickers/ gifs.



How to run an “Orange the World” event in your city.*

1. Partner with relevant government officials, agencies and organizations who provide resources to women exposed to violence. Agree on specific actions.
2. Identify and acquire sponsors to financially support and promote the event.
3. Use low-cost or electricity free options to be energy-efficient such as color-changing LED lighting, heat-resistant film over existing lights or environmentally- friendly paper.
4. Identify structures and landmarks that can be lit in orange and secure partnership.
5. Promote the event in print and digital publications and on social media.
6. Issue a press release and leverage partners’ connections to the media.
7. Capture photos and video, post on social media and [share with Zonta International](#).
8. Follow up with partners with thank you notes, results and photos to start plans for next year.

4: Giving

In honor of the Zonta Says NO to Violence Against Women campaign, donate to the Zonta Foundation for Women to support our international service projects. Or starting this November, set up a recurring donation to the International Service Fund and show you continue to say NO through the whole year.

Giving Tuesday is 3 December 2024

WWW.ZONTA.ORG/DONATE



Whether or not you are able to donate, use these social media images to encourage others to donate. Here is some sample text to accompany your posts:

On #GivingTuesday, donate to the Zonta Foundation for Women to support Zonta's international service projects and help us end violence against women and girls. www.zonta.org/donate. #ZontaSaysNO

Join me in ending violence against women and girls with a gift to the Zonta Foundation for Women to support Zonta's international service projects. www.zonta.org/donate. #ZontaSaysNO

5: Listening

Host a live or virtual forum/speaker on gender-based violence.

Invite community leaders or an engaging speaker to join your club in person or online for a Zonta Says NO to Violence Against Women event during the 16 Days of Activism. Address the issue of gender-based violence more broadly or focus on a specific issue.

Film screenings are also great events. If you cannot get together to view a film, invite club members and community members to watch the film and then come together for a discussion in person or online.

Listen to and elevate stories of survivors and advocates

As more advocates and survivors speak out about gender-based violence, the more people also share their own experiences, removing the stigma. There are many podcasts that focus on or feature the stories and advocacy efforts of gender-based violence. Below are a few suggestions to listen to:

Patchwork: A podcast from the US Department of Justice that explores the implementation of the Violence Against Women Act (VAWA). It features stories from people working to combat domestic and sexual violence.

Taking Back Control: The BWJP (Battered Women Justice Project) Podcast: A podcast that focuses on centering survivor stories in the field of gender-based violence.

Sexual Violence Research Podcast: A podcast from SVRI (Sexual Violence Research Institute) that features conversations with researchers, policy makers, activists, and donors about gender-based violence.

UNICEF podcast series: A podcast series on GBV prevention, response and risk mitigation in the context of the COVID-19 pandemic.

#IsThisOK: A podcast of crucial conversations between men that discusses gender-based violence, including challenges women face.

6: Remembrance

Clubs throughout the years have been creating displays representing those who have died as a result of gender-based violence. These displays show the deep, shocking impact of this violence and ensure victims do not fade or become nameless.

Below are examples of club actions that could be used in your own community.



As a way to raise awareness of the fight against violence towards women and girls, the **Zonta Club of Saulte Ste. Marie Area**, Canada, showcased a stunning library display of 48 shoes on a stand, each pair represented one of the 48 women who died as a result of violence the previous year in Ontario.



The **Zonta Club of Cheyenne**, USA, and members of the community marched from the capitol to the Laramie County Library, where it set up a display of the Silent Witness silhouettes of local women killed by domestic violence.



The **Zonta Club of Drenthe**, the Netherlands, displayed 43 pairs of red shoes on the pavement in the town center. This is the number of women that were killed in 2022 in the Netherlands just because they were women.

7: Allyship

Invite men and boys to join you in your actions.

To end violence against women and girls, we need men and boys to join us in our efforts. UN Women's HeForShe is an invitation for men and people of all genders to stand in solidarity with women to create a bold, visible and united force for gender equality. Learn more about the campaign and ideas for how you can invite men and boys in your community to become allies at <https://www.heforshe.org/en>.

Many Zonta clubs have already found ways to engage men as allies in their efforts.

In Uruguay, the **Zonta Club of Punta del Este-Maldonado** has a campaign called "Real men only raise their voices to defend women" through which they have engaged the fire department, armed forces and other men in the community as allies in their efforts. The club wanted to reinforce the message give to their community, not only with Zontians wearing orange shirts and speaking against violence, but by involving men from highly respected organizations around the city.



Launch a social media photo campaign of men and boys in your community with Zonta Says NO to Violence Against Women signs.

Sharing the message of engagement can be done easily through social media. Remember to gain consent of the participant, then snap a photo, post and tag the community group the men are from and use #ZontaSaysNO.

8: Advocacy

Ask an official to make a Zonta Says NO to Violence Against Women proclamation.

A proclamation is an official designation of an event. It is a great way to educate the public about and bring awareness to gender-based violence because it carries the full support of a key government official in your state or community.

DOWNLOAD SAMPLE
PROCLAMATION

DOWNLOAD SAMPLE
COVER LETTER

VISIT MEDIA
INQUIRES PAGE

Call for your country's ratification of the Council of Europe Istanbul Convention.

The Council of Europe Istanbul Convention is a legal framework, open to accession by any country in the world. Download the sample letter that fits your country's status and send the letter to the appropriate official.

DOWNLOAD SAMPLE LETTER TO
RATIFY ISTANBUL CONVENTION

DOWNLOAD SAMPLE LETTER
TO NON-MEMBER STATES

Take action to end child marriage at the state or national level.

Zonta International is supporting the UNPFA-UNICEF Global Programme to End Child Marriage in 12 countries with some of the highest rates of child marriage; however, child marriage is an issue in countries and cultures around the world. Take action to end child marriage at the state/province or national level. **Zonta clubs in Accra**, Ghana erected billboards on ending child marriage and violence against women in strategic locations throughout the city. **The Zonta USA Caucus** has partnered with UNICEF USA on a national advocacy campaign to stop child marriages in the United States. Billboards and campaign images across the United States direct people to <https://stopchildmarriages.org/> where they can take action to end child marriage in their state.

Advocacy – Addressing sexual harassment in the workplace.

Addressing sexual harassment in the workplace requires clear and comprehensive policies and procedures. Check to see if your employer has a sexual harassment policy and if it is accessible to all employees. Find out the procedure for filing a complaint and how this is communicated. Follow up and continue to advocate for updates as needed.

9: Discussion

Host a discussion, panel or workshop about ending gender-based violence in person, on social media or an online meeting platform.

Tips for your discussion:

- Create a registration page for your audience to sign up. Some platforms send out automatic reminders prior to the start time which will help more people attend the event. Ask for questions during registration to kickstart the discussion.
- Promote your discussion time within newsletters, social media and other webinars to ensure your network knows the details.
- Be interactive. Allow audience members to chat via the discussion boxes, or speak to one another in breakout rooms.
- After the event, follow up with the attendees with some key takeaways and actions they could take.



10: Global Issues

Through its statements, Zonta International calls upon members and governments to take action to address global issues that are connected to gender-based violence, therefore ensuring the world we envision where no woman lives in fear of violence.

Climate Justice

The consequences of climate change are severe, especially for poor and vulnerable groups in developing countries. Our changing climate already has severe implications for women and girls. As families strive to cope with these changes, they may resort to negative coping mechanisms, forcing girls to leave school or marry early. Risk for gender-based violence also increases.

ZONTA INTERNATIONAL'S
STATEMENT ON CLIMATE CHANGE

Trafficking in Persons

Trafficking in persons is commonly defined as the use of violence, deception or coercion to transport, recruit or harbor people in order to exploit them. Perpetrators of human trafficking target the marginalized and the impoverished, entrapping victims, the majority of whom are women and girls, for sexual exploitation, forced labor, domestic service, and other forms of exploitation.

ZONTA INTERNATIONAL'S STATEMENT
ON TRAFFICKING IN PERSONS

Women Migrants and Refugees

Organized migrant smugglers often seem to be the only opportunity for those wanting to escape their country of origin due to natural disaster, conflict or poverty. Despite the risks on those hazardous journeys, the high costs make the migrants, particularly women and girls, vulnerable to trafficking, abuse and exploitation.

ZONTA INTERNATIONAL'S STATEMENT ON
WOMEN MIGRANTS AND REFUGEES

Women's Rights in Armed Conflicts and Post-Conflict Settings

When using conflict-related sexual violence (CRSV) as a tactical weapon, perpetrators aim to destabilize the society of their victims as a whole by causing trauma. CRSV also influences or hinders conflict resolution and peacebuilding.

ZONTA INTERNATIONAL'S STATEMENT ON
WOMEN'S RIGHTS IN ARMED CONFLICTS
AND POST-CONFLICT SETTINGS

11: Tribute

Highlight survivor stories via social media. Storytelling provides a platform where victims can speak openly about what they went through and provides a space to receive support and grow understanding. Below are examples where clubs supported survivors' stories.



The **Zonta Club of the Black Hills, USA**, created a display, "What Were You Wearing?" that incorporated sexual assault survivors' experiences with clothing similar to what each person was wearing when assaulted. The purpose of the display was to fight back against victim-blaming and raise awareness about gender-based violence.



A member of their community reached out to the **Zonta Club of Dhaka I, Bangladesh**, for counseling and advice. With the support of the club members, she was able to leave her marriage and go back to her studies. Now she is out trying to save other girls that are currently going through that ordeal.



The **Zonta Club of Bendigo Inc, Australia**, worked with the City Council, Victoria Police, and other organizations to organize a community response for White Ribbon Day. This was a way to begin the annual 16 Days of Activism. During the campaign, the club invited a family member to tell the story of how his sister was a victim of gender-based violence.

12: Student Engagement

Partner with your local Z club or Golden Z club, Girl Scouts, Girl Guides or other student groups. Partnering with your club's sponsored Z club or Golden Z club is an effective way to get students involved in Zonta's mission. The Zonta Says NO to Violence Against Women campaign is a wonderful opportunity to invite your student club to participate in an activity your club has planned or, even better, they can plan alongside your club for a joint action.

Ideas include a parade or march, workshop, school presentation, public display, an installation at a college campus, film screening or bake sale. Below are examples from previous years.



The **Zonta Club of Lagos I**, Nigeria—in collaboration with AWANI Films and the **Queens College, Yaba Z Club**—organized a screening of the thought-provoking documentary, *Awani*, in the Queens College Girls School, Yaba, Lagos. More than 115 girls, four teachers and other guests viewed the documentary that examines the evolution of the role of Nigerian women, starting from pre-colonial Nigeria to the present day. Afterward, students asked questions about perceptions around gender equality, women leadership and challenges of patriarchy and gender-based violence.

Work with students to address cyberviolence against women and girls.

Cyberviolence can be a major issue for students and young people. How can your Zonta club bring Z club or Golden Z club members or local students together to take action to address cyberviolence?



In District 13, the **Danish Zonta clubs of Viborg, Silkeborg, Aarhus and Aarhus II** invited upper secondary schools in their respective cities to discuss the topic of equal rights and respect between the sexes. They worked on how to say no to physical or mental abuse, how to have ethical behavior on social media, and learning about bullying and mental terror. They also learned about sexist stereotyping and other related topics.

13: Outreach

Organize a letter writing/postcard campaign to elected/appointed officials on an issue of importance in your community, state or country.

1. Create a printable postcard and sample messages.
2. Prepare a list of legislators to target.
3. Invite club members and others to join you in filling out the postcards—either in person or via a virtual meeting platform.
4. Fill out the postcards and mail them to your legislators.



[DOWNLOAD POSTCARD TEMPLATE](#)

Write a letter to the editor on a gender-based violence issue in your community.

A letter to the editor is an effective way of talking about an important issue and reaching an audience larger than your social circle. Letters to the editor are among the most widely read features in newspapers and magazines and a great way to influence public opinion and action. If you are trying to promote a specific event, we suggest you also submit a press release.

[DOWNLOAD SAMPLE
CLUB LETTER TO THE EDITOR](#)

14: Community

Host a book club with a focus on gender-based violence or women's empowerment.

Members, districts and clubs can engage in discussions with one another and their community by hosting online book clubs.

Interview your local police chief or elected official to talk about issues in your community and publish the interview on your website and share on social media.

To understand what the challenges are in your local community and how your club can help address them, schedule an interview (via email, phone or in person) with your local department to ask if your local system is experiencing these challenges and what the community can do to address them.

Organize a Zonta Says NO march or virtual march in your community

Zonta Says NO marches have been a popular activity throughout all campaign years. Clubs have organized their own events according to local guidelines and laws or have joined in on existing parades or marches. If you are organizing a march, be sure to adhere to the local ordinances.



15: Service

Helping survivors of domestic violence.

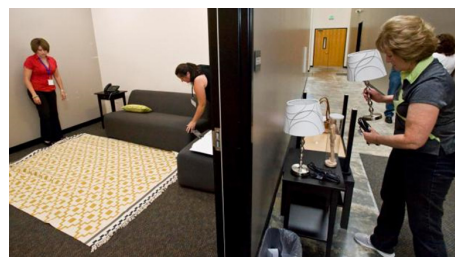
According to UN Women, an estimated 35% of women worldwide have experienced physical and/or sexual partner violence at the hands of an intimate partner or sexual violence by a non-partner at some point in their lives. There are many ways you and/or your club can assist survivors of domestic violence.

Make a donation of goods or services to a local domestic violence shelter.

The **Zonta Club of Birmingham, USA**, collected old cell phones and accessories to donate to Verizon's Hopeline Campaign. The refurbished phones are programmed to make emergency calls and are made available to victims of domestic violence.

Update or improve the interview/domestic violence response room at a local police station.

The **Zonta Club of Newport Harbor, USA**, has created "soft rooms" at a number of local police departments in Orange County. Rooms that are typically equipped with the basics for a police interview room became a comfortable space with flower vases, brightly colored children's furniture, a coffee table and couches. The changes are meant to put victims of domestic abuse or human trafficking at ease while they are questioned about their cases.



Support local organizations responding to domestic violence.

Members from District 19 formed a united front against as the Zonta clubs of Viña del Mar and Santiago in Chile provided boxes of food to low-income families and donated supplies to the Emma Foundation, which helps pregnant women in need. The Zonta Club of Viña del Mar sent winter clothes to Betania Acoge Foundation, which helps women in vulnerable situations. In Uruguay, the Zonta Club of Montevideo gave winter clothing, bedding and fabrics to the Center for the Promotion of Human Dignity.



16: Reflection

Reflect on what you learned during the 16 Days and share your reflections via social media or with family and friends.

Sharing what you have learned through your experience of the 16 Days opens the conversation to further discussion and thoughts on how to end violence against women. After you share your reflections, ask other what they have gained and what further actions they want to take to end violence against women.

Share your story with Zonta International; include photos, where appropriate.

Zonta International has created a way for you to share your story with us, specifically for the Zonta Says NO to Violence Against Women campaign, spreading awareness, action and visibility of ending violence against women.

Here are a few things to know when sharing stories:

- Click “Share your Story” within the footer of ZontaSaysNO.com website. This form is now unique from the original Share Your Story form.
- Fill in all the fields, giving as much information about your story as possible.
- Next, submit pictures that accompany your story; the link can be found on the bottom of the same form that you use to submit your story.

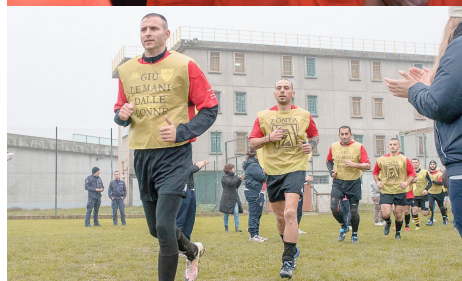


Capture your campaign: How to take great photos



1. Be conscious of our mission

- Capture global themes.
- Show levels of membership and leadership.
- Be diverse in your subject choice.
- Incorporate your logo or emblem as appropriate.



2. Keep it real

- Avoid staged subjects; photograph what you see.
- Use natural lighting when possible and no artistic filters.
- Capture details that tell the story.
- Stay candid and unobtrusive.



3. Observe people together

- Capture the emotion of the event: inspirational speakers, engaged audience, friends meeting.
- Find the action within the scene.
- Take subtle, close-up shots that still tell a story.



4. Avoid the business

- Find the inspiration of your event, not the materials.
- Capture photos that are friendly, professional, cross-cultural, people-focused, integrated and global.



5. Always check

- Get permission from the subject and photographer.
- Ensure copyright is assigned to Zonta.
- Use high resolution (300 dpi/ppi).
- Save as .jpg or .png.
- Post in timely fashion with detailed, engaging captions that include subject's name and title when available.

Photo Release Tips for Events

Below are tips to use for your events regarding gaining permission to photograph or video participants.

Prior to the event:

- Include a photo permission form in the registration process so everybody who registers automatically gives permission.
- When holding a ticketed event, include a line printed on the ticket (i.e. the owner of this ticket gives permission to being photographed).

During the event:

- Place a sign at the venue entrance informing the participants that photos are going to be taken.

Example: By entering the event premises, you consent to be photographed, filmed and/or otherwise recorded by [insert club name]. Your entry constitutes your consent to such photography, filming and/or recording for any use to promote similar Zonta events in the future, highlight the event and exhibit the capabilities of Zonta.

You release Zonta, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, computer images, video and/or or sound recordings. By entering the event premises, you waive all rights you may have to any claims for payment or royalties, regardless of the purpose or sponsoring of such use, exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by Zonta or the person or entity designated to do so by Zonta. You have been fully informed of your consent, waiver of liability, and release before entering the event.

- Make an announcement from the stage during the welcoming remarks, saying that photos will be taken.

Example: Photos will be taken during this event. If you do not wish to be photographed or recorded, raise your hand, so the photographer can recognize you, and please avoid the camera.

How to film videos

1. Preparation

- Target the audience (messaging):
 - Think about three key messages you want to share, one sentence each.
 - Decide who you want to talk to:
 - External audience: Business people for partnerships or sponsorship; to community groups or for a membership drive.
 - Internal audience: Zonta clubs or other Zonta audiences.
- Decide on the best backdrop to carry your message to the audience.
- Plan the location and lighting. Natural lighting is best. If not possible, ensure you have great indoor lighting.

2. Video Setup:

- Decide on scene and set up before you create the video:
 - A landscape (horizontal) video is best for email, websites and events.
 - Portrait (vertical) video is best for Instagram.
- Prepare a smartphone on a stand, tripod, gimbal stabilizer or have a friend hold it.
- Choose Zonta Says NO to Violence Against Women background props.
 - Feature club banners or Zonta Says NO to Violence Against Women placards.
- Use orange clothing for video such as shirts, scarf, cap, umbrella or shoes.

3. Filming:

- Video equipment
 - Use your smartphone, or the finest recording device at hand.
 - Speak loudly, clearly and slowly. Wearing a microphone helps with sound clarity.
- Practice first
 - Read through your message and time yourself, less than a minute is best.
 - Be comfortable with your words and avoid jargon and long words.
 - Use a large printed script off camera to read if this helps you.
- Stand if able and speak to the camera using inflection in your voice.
- Pause for two seconds at the end of the video for a clean cut.

4. Posting:

- Facebook
 - Click “What’s on your mind, [Name]?” at the top of your newsfeed.
 - Choose a video either from your phone or computer’s library.
 - Write a caption using the hashtag #ZontaSaysNO, tagging @ZontaSaysNO; post.
- Instagram
 - Tap the plus sign in the menu and choose a prerecorded video from your library. On mobile, tap “Video” to record live.
 - Write a caption using the hashtag #ZontaSaysNO, tagging @ZontaIntl; post.
- X
 - Click the compose box or the Tweet button. Choose a video file and click open.
 - Write a caption using the hashtag #ZontaSaysNO, tagging @ZontaIntl; post.

Social Media Tips

Facebook has highest participation of women over 35.

Instagram is the choice of small business and women under 35.

- How to prepare an engaging post: use a photo - it is “worth a 1,000 words.”
- Social media is not an end destination - it is a beacon to your activities. The purpose is to connect with others.
- Use social media to bring people to you, engage with them, build your external audience and grow your Zonta network.
- What makes a great post?
 - Determine the audience.
 - Have an interesting topic.
 - Show Zonta activities in advocacy and/or service.
 - How do you want Zonta to be seen by the audience, from outside of Zonta?
- Ensure your Zonta club pages are well curated.
- When people respond to a club post, ask them to join the page to grow your audience.
- Share a Zonta post with your own personal comment (e.g., “We build a better world for women and girls”) to build greater visibility of Zonta.

How to have a safe and productive campaign

- Follow local ordinances for all activities.
- Network with local resources and groups to make a larger impact.
- Stay safe and follow health and safety guidelines.
- Work with a committee who can best focus on your Zonta Says NO actions.
- Work with districts, fellow clubs or other members to make a larger impact.
- Keep focus on activity and set limits on what you can commit via time, resources, energy.
- Not all 16 ways have to be completed by clubs; they are just suggestions
- Share your actions on ZontaSaysNO.com.
- Know that you are making a difference!

Thank you for saying NO!

Thank you in advance for your support.
We look forward to seeing our Zontians in action!

If you have any questions, please contact
Zonta International Headquarters at pr@zonta.org.

#ZONTASAYSNO

WWW.ZONTASAYSNO.COM

25 NOVEMBER – 10 DECEMBER