



Event Checklist

Clubs may choose to conduct special events to mark the centennial anniversary of Zonta International or may conduct regular events with the inclusion of special reference to the anniversary.

The checklist that follows provides guidance to clubs in planning and conducting such events.

1. First steps

Key elements for the organization of an event:

- Develop an idea in line with the mission of Zonta and the centennial anniversary action motto: Honor and Empower.
- Determine the beneficiary(ies).
- Consider collaboration with other service clubs or organizations in the vicinity .
- Set up an organizing committee (five to six people suggested).
- Establish the date and time of the event.
- Select the venue and make reservations.

2. Timing

- Start four to five months before the planned event with the first steps.
- Start three to four months before the planned event with the marketing material and other details (for example: the collection of the handbags for a handbag sale).
- Reserve time for the preparation of the venue and the venue itself.

3. Organization

- Ensure that Zonta and its anniversary will be reflected.
- Consider the reachability, attractiveness, price, usability of a venue and the day of the event.
- Have enough Zontians and volunteers to help—in advance and at the event. Let them clearly know what to do.
- Think about a speaker from within or outside of Zonta.
- Arrange catering if required.
- If doing fundraising, think about the pricing and the destination of funds raised.

4. Media Communication

- Send photographs connected to the event far in advance to the local newspapers and magazines, together with a short text about the upcoming event and the anniversary. Use the centennial logo!
- Create attractive flyers with the centennial logo and information about the event and Zonta International. Distribute them as widely as possible.
- Create standard text for the communication to the media. Use the media releases provided with special information about the centennial anniversary.
- Invite local newspaper and radio/TV for a visit and an interview to the event—and for the handover of the proceeds if to another entity if applicable.



5. Marketing

Before the event

- Create attractive flyers with the centennial logo and information about the event and ZI and distribute them as widely as possible.
- Spread the information about the event through word of mouth and social media.

Day of event

- As appropriate, depending on the event:
 - Create handouts that can be distributed to draw attention to the ongoing event.
 - Have animators (for example: a clown outside the venue) to draw attention to the ongoing event.
 - Use Zonta signage or hang balloons outside the site.
- Put up Zonta banners, Zonta posters or other material available about Zonta and the centennial.
- Give a Zonta flyer to every customer.

After the event

- Review the event and document as necessary.
- If appropriate, conduct a presentation, possibly with some local celebrity or outstanding personality, to hand over the proceeds /check to the beneficiary.
- Report to District Centennial Anniversary Coordinator and document the activity on a separate website/microsite on zonta.org for the centennial.

