



## Centennial Anniversary Questions and Answers

### 1. What is the Centennial Anniversary?

Nearly 100 years ago, founding member Marian de Forest dreamed of an organization that would bring together women in executive positions and help them reach their rightful places in the professions that rarely had women leaders. Since the creation of Zonta International in 1919, our members have dedicated the last century to empowering women, both in and outside of Zonta. To celebrate these achievements, Zontians around the globe will take part in a two-year celebration to honor the past while heralding the future.

### Honor and Empower

Our action motto to ensure visibility across the Zonta world  
It is also the Zonta International Centennial theme

### Celebrating the entire 2018 to 2020 Biennium—action milestones

- Kick off at 2018 Convention in Yokohama
- District conferences with alumnae events and recognition of Centennial Award recipients
- Common action in November 2019
- Special event at CSW 2020
- 2020 Convention in Chicago

### 2. Why do we have a Centennial Anniversary logo?

A special centennial logo can help to draw the attention to the event of our centennial anniversary and enhance visibility. Therefore, Ulrike Heuter, a member of the Zonta Club of Düsseldorf II, created one that, by its mere color, will create attention. But that attention was not the only criterion. Neurophysiological research on the effects and perception of colors showed that the bright turquoise is linked to feelings of enjoyment.



### 3. Is it mandatory to use the Centennial Anniversary logo?

No. It is up to each club and district whether or not they will use it. But if it is decided to work with the logo, clear guidelines apply. The [Zonta International Centennial Brand Guidelines](#) are on the ZI website and will be used for the full biennium—that is, from convention in Yokohama until we conclude the celebrations at the 2020 Convention in Chicago.



#### 4. When, where and how to use the logo?

The logo can enhance all communication materials—from stationery to pull-up banners. Guidelines describe the correct use. In order to help clubs save time and money, templates for the most common purposes are provided in the [Centennial Anniversary Brand Toolkit](#). They include the logo files, templates for badges, letterhead, envelopes, banners, note cards and business cards.

#### 5. What is [www.zonta100.org](http://www.zonta100.org)?

The name tells it all: This will be the site where resources and reports relating to centennial activities will be found.

The site will be dynamic throughout the centennial biennium and will include:

- Tools to assist clubs and districts will be posted (for example, templates, information about awards and event planning).
- 100 quotes (maybe more) will be posted on the site in 2019.
- Stories on members who shape(d) Zonta will be posted on the site starting in 2019.
- Exchange of best practice and reports of activities throughout the biennium.

#### 6. What stands behind “Honor and Empower”?

**Honor and Empower is our action motto to ensure visibility across the Zonta world.**

##### Brief introduction to awards

During the centennial there will be **Centennial Anniversary Awards** honoring individuals/organizations **outside** of Zonta and Centennial **Membership Awards**, Centennial **Local Service Awards** and Centennial **Fundraising Awards** to empower and honor achievements and excellence. More information about these will be provided in the future.

In addition, donors to the Centennial Anniversary Endowment Campaign will be honored during the biennium and thanked for their impact on empowering women now and into the future.

#### 7. What kind of awards will be granted?

##### a.) District / country / club centennial awards

As part of the goals for 2018-2020, the biennium in which Zonta will celebrate its 100th anniversary, there will be awards presented by Zonta districts and countries to honor and empower people (or organizations) outside of Zonta who have made significant contributions to the empowerment of women. Districts may choose to make more than one award. For each Zonta country, there will be one award made. Clubs are welcome to adapt the concept. [Click here](#) for Centennial Award Guidelines.

Criteria for the following categories of awards will be published early in the 2018-2020 biennium.

##### b.) Centennial Local Service Award/s

##### c.) Centennial Membership Award/s

##### d.) Centennial Fundraising Award/s

#### 8. What is the Centennial Anniversary Endowment Campaign (CAEC)?

The CAEC is an intensive effort to raise money for our Endowment Fund so that Zonta will be able to sustain projects and programs to meet the needs of future generations of women and girls. For clubs and individuals, making a significant contribution to this fund is a great opportunity to celebrate our achievements in empowering women and girls and a unique opportunity to guarantee Zonta’s commitment to service and advocacy in the future. Creating a healthy endowment fund provides the stable base needed to ensure that programs and projects will be carried forward for future generations of women and girls.



More information may be found at <http://zontaendowmentcampaign.org>.

## **9. How will we celebrate in November 2019?**

With the anniversary on 8 November 2019, there is an opportunity for a special focus, with November to be set aside for clubs, districts and Zonta International to celebrate.

Ideas from around the Zonta world, and for a “common action” will be posted in the 2018-2020 Biennium.

## **10. How will the districts celebrate the centennial anniversary?**

Within a framework that ensures that Zonta celebrates as **one** organization (centennial logo, awards, messages, participation in a common action), districts are free to develop their own activities and ideas to celebrate Zonta’s 100th anniversary.

There are guidelines provided in a presentation entitled [“100 Years of Empowering Women,”](#) which is available on Zonta’s Centennial Anniversary Tools page and has been shared with districts.

Each district will have a district centennial coordinator and a committee appointed by the governor. The coordinator will work with areas and clubs to share ideas and enthuse and motivate individuals, clubs and areas.

Governors have been asked to organize an alumnae event and maybe include it in their 2019 district conference. The anniversary provides an opportunity to contact all past awardees and invite them.

## **11. How will the clubs celebrate the centennial anniversary?**

Within a framework that ensures that Zonta celebrates as **one** organization (centennial logo, awards, messages, participation in a common action), districts are free to develop their own activities and ideas to celebrate Zonta’s 100th anniversary.

There are guidelines provided in a presentation entitled [“100 Years of Empowering Women,”](#) which is available on Zonta’s Centennial Anniversary Tools page and has been shared with districts.

An [Event Checklist](#) will assist clubs in planning activities throughout the biennium. They may be special events to celebrate the anniversary or regular events in the calendar that include the addition of some reference to, and celebration of, the anniversary.

Reporting to the district centennial coordinator with plans and reports will enable the district to report so that club activities can be shared with the rest of the Zonta world.

## **12. What kind of PR tools will ZI be offering?**

- The centennial anniversary logo
- Brand guidelines and templates that will facilitate the use of the logo and ensure a coherent visual appearance
- “Elevator speech”
- Paragraph that can be added to all centennial communication pieces
- Zonta history/milestones that can be used for each club’s communications
- A guideline for the common action

