



Centennial Anniversary Public Relations Toolkit Guide

By Christine Gerberding, Chairman, Zonta International Public Relations & Communications Committee

The Centennial Anniversary Public Relations Toolkit was developed to provide you with background information material on Zonta International's history, templates for a press release and PowerPoint presentation and more. In detail, the kit consists of:

- Brochure with information about Zonta International and its centennial anniversary
- Background information on Zonta International
- Zonta History Fact Sheet
- Template for a press release (to be completed with your club's activity)
- Template for a PowerPoint presentation informing about ZI and the Centennial
- Elevator Speech (*Coming Soon*)

These items were designed according to Zonta's centennial anniversary brand identity, so please do not change or redesign any of the material. The idea is that around the world, Zonta is presenting itself in one layout, recognizable—and with the same facts and figures.

The International PR & C Committee recommends that clubs use the press release to contact local media. There is space to fill in your club's activities dealing with the centennial anniversary. In addition to the release, you can send the background information and/or the brochure and history fact sheet in order to provide more information about Zonta International. If available, clubs can also add a photo of the club's president, the board or a service or advocacy activity the club organized.

This whole package will make an informative, professional press kit for the media. Please do not forget to name a contact person. This person does not necessarily need to be the president, but a member who is in charge of your club's activity and can answer questions.

The PowerPoint, background information, History Fact Sheet and brochure are also meant for internal communication in order to inform all Zontians. These materials can also be used as tools to recruit new members. The elevator speech will help anybody promote Zonta in just a few minutes.

The committee hopes you will succeed with your activities and wishes you the best. For questions, contact pr@zonta.org.

