

Zonta Yellow Rose Campaign - International Women's Day Project Brief

The overlap of Zonta Rose Day and International Women's Day has sometimes presented challenges as we work to create sustainable campaigns that extend beyond each biennium. Although we can capitalize on the visibility of International Women's Day (8 March), restricting our fundraising and awareness activities to only Zonta Rose Day limits the flexibility and impact our members can achieve.

To address these challenges, we are expanding our celebration to encompass the entire month of March. While this may seem like a shift from tradition, it aligns with how many of our clubs already celebrate Zonta as they hold their Rose Day events before and after 8 March. International Women's Day will remain a key focal point for our global causes and visibility efforts, but now the entire month will serve as a time to honor Zonta and the remarkable women who deserve recognition.

Essentially, nothing will change. We celebrate 8 March as International Women's Day and all of the month for Zonta!

2026 Theme: Recognize the Remarkable

Goals:

1. Raise funds for the Foundation by encouraging donations in recognition of remarkable women who have inspired members and donors. (Goal: US\$100,000).
2. Engage local communities by showcasing the benefits of Zonta at Yellow Rose events and International Women's Day events.
3. Inspire members to take actions that align with the Core Values of Zonta while enjoying benefits of membership by having them play a Zonta customized game of "Bingo" throughout the month of March.
4. Showcase women affiliated with Zonta by highlighting our Remarkable Women Powerful Stories podcast guests and International Honorary Members.

Campaign Timeline:

December

Announcement sent to leadership

January

Teasers announced to full membership. “Something is blooming this March” Toolkit for campaign posted on website and shared in emails to all membership.

February

Awareness posts on social media and in member newsletters.

March

Campaign shared via stand-alone emails, membership newsletters and on social media through storytelling, quizzes and statements.

April

Share results, goals and notable messages.

Toolkit- *Example of Zonta Rose Campaign Bingo – encourage individual actions to recognize the remarkable*

- 1. Center square: donate to the rose fund*
- 2. Create a post about a remarkable woman on IWD and tag Zonta*
- 3. Share the Zonta IWD statement/video*
- 4. Listen to RWPS podcast*
- 5. Read a book about a remarkable woman*
- 6. Recommend a women-owned business*
- 7. Learn about a historical female figure*
- 8. Recommend a book/movie/podcast of someone's story that needs to be heard*
- 9. Compliment someone who has been kind to you*
- 10. Read about our causes*