

District 3 Advocacy Actions 2020-22



□ What can District 3 Clubs do?

□ What actions can we take for the 16 Days of Activism?

□ How can we participate with the Zonta USA Caucus?





Previous District 3 Advocacy



- Zonta USA Advocacy Alerts--all
- Website, facebook & twitter accounts amplify awareness of Zonta issues—Ffx, Wash, PB
- Personal Awareness symbols
 - Orange ribbons, wristbands for DV--Ph
 - Whiteribbon Campaign for men--Essex
 - ZSN sashes and t-shirts—H-H
- Rallies (CM and DV)--HH
- Newspaper interview—GQ
- Petitions--Westchester
- Joined coalitions—GQ, Brooklyn, Annap
- Woman of the Year Event—GQ
- Letters to legislators—LI, Ffx
- Zonta Day at Statehouse—MMd, Howard
- Billboards--HH



ZONTA USA + UNICEF USA

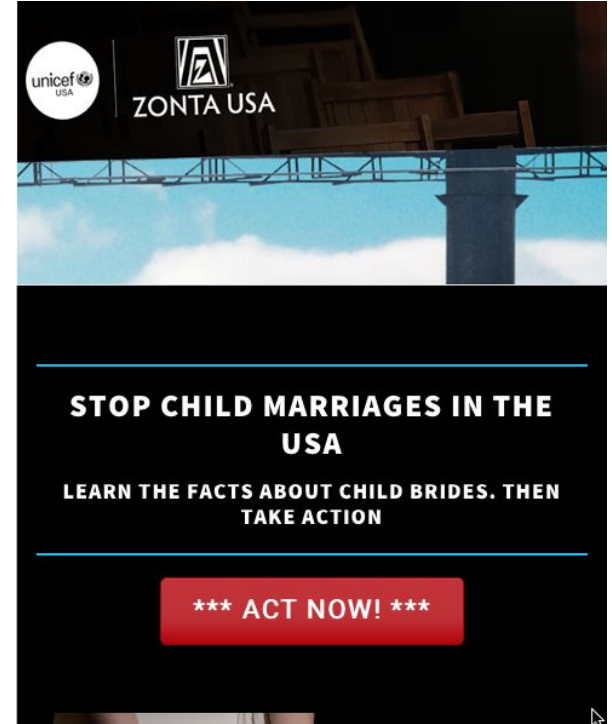
Zonta stands for women's rights. We advocate for equality, education and an end to child marriage and gender-based violence.

Zonta expands opportunities for women and girls through our international education programs and service projects.

USA: Approx 8000 members in 279 clubs in almost all states.

www.ZontaUSA.org www.Zonta.org

Zonta USA
Caucus



End Child Marriage USA PSA Billboard Campaign

- PUBLIC SERVICE ANNOUNCEMENT
- In partnership with UNICEF USA
- USA WIDE – Targeting State Capitols
- Call to Action:
 - Learn more at: StopChildMarriages.org
- 2020-2021 rolling billboard + PSA campaign.
- Key state capitols done by USA Caucus, funded through a fundraising campaign
- Coordinated with UNICEF USA + Unchained at Last for State Advocacy



USA #StopChildMarriages PSA Billboard Campaign

- ~~48~~ 46 States that allow child marriage
- Patchwork of State Laws and Exceptions
- Most Americans don't know that Child Marriage happens in their own state.

14x48 Billboard

**Child marriage is
happening here.**

stopchildmarriages.org

unicef
USA


ZONTA USA



Public Service Announcement

Where

- Billboards
 - Table Signs
 - Placards
- Digital Signs
 - Digital Billboards
 - Airports
 - Convention Centers
 - Casinos
- Transit
 - Buses and trams

How

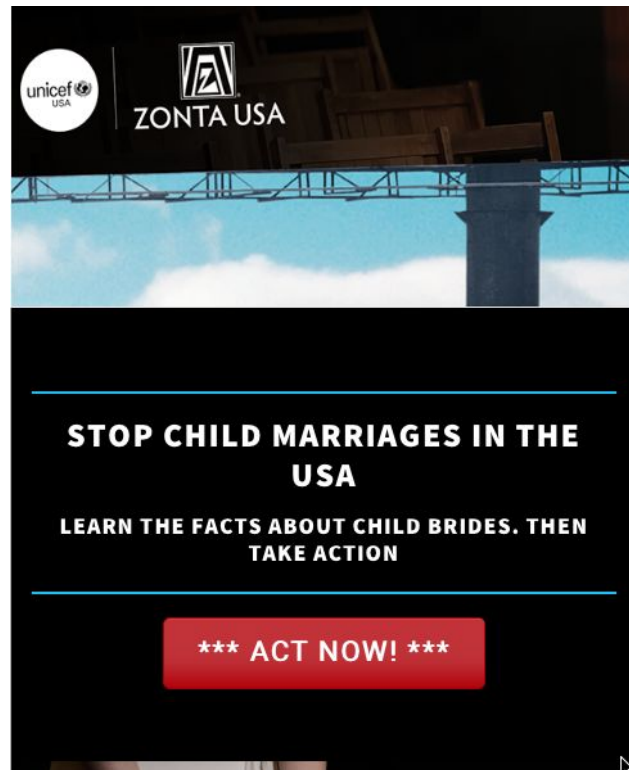
- Donated Display Locations
- Clubs manage production costs
- Multiple Designs and Messages
- Social Media Campaign

**Child marriage is
happening here.**

Activation to Action

- Awareness
 - Child Marriage Happens Here
- Intent
 - Devastating Impacts
- Action
 - Easy Action – e-mail
- Tell a Friend
 - Social Share / Amplifiers

Zonta USA
Caucus



StopChildMarriages.org

END CHILD MARRIAGE IN THE USA f i t y d

Stop Child Marriages

Child marriage is happening here.
stopchildmarriages.org

UNICEF ZONTA USA

STOP CHILD MARRIAGES IN THE USA
LEARN THE FACTS ABOUT CHILD BRIDES. THEN TAKE ACTION

*** ACT NOW! ***

You can make the difference

Get Involved to End Child Marriage In YOUR State

Your Action can help save a child from the disastrous consequences.

[JUMP TO STATE INFO](#)

Share - Spread the Word on Social f i t y d

Act NOW! UNICEF ZONTA USA

Urge Your State Legislators to Pass Legislation to End Child Marriage

UNICEF calls child marriage a harmful practice and a violation of child rights, and believes that marriage under age 18 should be prohibited in all circumstances. The risks are just as real for child marriages in the U.S. as they are in developing countries.

Demand 18 Years Old - No Exceptions

Until every state -- and every country -- enacts legislation to protect children, particularly young girls, from being forced into marriage, **thousands of children in the USA** are at risk of missing out on an education and the **chance to be a child.**

UNICEF USA and Zonta International have joined forces to raise awareness and enact change to end child marriage globally and locally, right here in the U.S., with the ultimate goal of ensuring that girls fully enjoy their childhood free from the risk of child marriage.

Take action now.

Title *

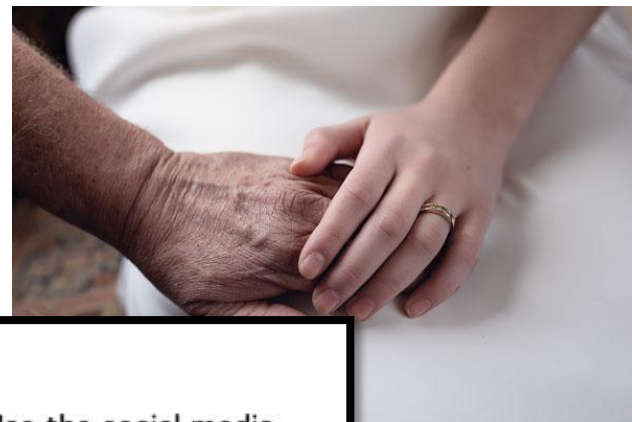
Full Name *

Address *

Zip * city and state not required



Social Share



Social Media Toolkit

Want to raise awareness about child marriage in the U.S. on social media? Use the social media guide below for examples, hash tags and accounts to tag. Make your voice heard!

Handles

[@ZontaIntl](#)
[@UNICEFUSA](#)

Hash tag

[#EndChildMarriage](#)

Website & Advocacy Page

[Stopchildmarriages.org](#)
[Act.unicefusa.org/childmarriage](#)

Social Media Posts

All posts below can be adapted for Facebook, [Instagram](#) and Twitter (noting Twitter has a 280 character limit). You can share the below just by itself, with a photo of the billboard, the link to the PSA website or even the call to action page.

Community Sharing

It's time to [#EndChildMarriage](#). Join me in taking action - [stopchildmarriages.org](#). [@UNICEFUSA](#)

The total number of girls married in childhood stands at 12 million per year. At this rate more than 150 million additional girls will marry before their

Social: Animated Posts

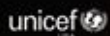
**Child marriage
is happening
right now in the U.S.,
and that's not okay.**



  **ZONTA USA**

Child marriage is happening here.

stopchildmarriages.org



ZONTA
CLUB OF
NEWPORT HARBOR
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

CHILD MARRIAGE – ORANGE COUNTY, CA ZONTA
NEWPORT HARBOR

Orange County Transit Authority (OCTA)

**1st Implementation:
STOP CHILD MARRIAGES
CAMPAIGN TO END CHILD
MARRIAGE IN THE USA**



PHASE 1

- Bus Placards - 175 buses
- All OC Routes
- 4 weeks funded by existing advocacy, 3 weeks OCTA--PSA
- Ridership 25,000/day (with anticipated Covid reductions)
- Returned placards for distribution to – All interested D9 Clubs
- 5 Zonta team members:
 - Phone calls/emails to NGOs funded by club over last 5 years.
 - Letters – Political entities – city, county, state
 - Social Media

PHASE 2/3

- Electronic signs
- Banners

