

# ZONTA SAYS NO

TO VIOLENCE AGAINST WOMEN

16 DAYS OF  
ACTIVISM TOOLKIT

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)





Violence against women and girls is a widespread human rights violation and a global threat that transcends national and cultural boundaries. It encompasses psychological, physical and sexual abuse, including practices like rape, female genital mutilation, child marriage and human trafficking. Such violence endangers women and girls, hinders national progress and limits their ability to improve their lives and communities.

Zonta International is committed to combating this issue through local projects and partnerships with the UN. Our **Zonta Says NO to Violence Against Women** campaign, launched in 2012, raises awareness and unites clubs globally in advocacy efforts. During the 16 Days of Activism, 25 November–10 December, Zonta members actively participate in this campaign to influence laws and change attitudes, aiming to end violence against women and girls on local, national and international levels.

Zonta International envisions a world in which women's rights are recognized as human rights and every woman is able to achieve her full potential.

In such a world, women have access to all resources and are represented in decision-making positions on an equal basis with men.

**In such a world, no woman lives in fear of violence.**

**ZONTA SAYS NO**  
**TO VIOLENCE AGAINST WOMEN**

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# PRESIDENT'S MESSAGE

We are ambitious, yet grounded in the realities of the world we inhabit. We are at the pivotal moment where gender-based violence remains a stark and painful reality and child marriage statistics have taken steps backward due to the unstable post-pandemic world.

But we will not back down as we continue our work and intensify our efforts to combat gender-based violence. Our voices and actions through the Zonta Says NO to Violence Against Women campaign will build not just a better world for women and girls, but a better world for all.

**Salla Tuominen**  
Zonta International President

**ZONTA SAYS NO**  
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# CAMPAIGN GOALS



## Inspire and encourage Zonta community

Inspire and encourage Zonta clubs and supporting members to raise awareness of and take action to prevent gender-based violence during the 16 Days of Activism.



## Include supporting members

Make supporting members feel like they are part of a global community of activists and are empowered themselves to take action and be part of the campaign.



## Share your story

Collect more stories and photos of Zonta actions around the world to illustrate our community's global reach and impact.



**10.DEC.25**  
**SAVE THE DATE**

**ZONTA SAYS NO**  
**TO VIOLENCE AGAINST WOMEN**  
**ONLINE SUMMIT**



On 10 December, join us for a virtual summit featuring keynote speakers and interactive discussions to expand your awareness and gain inspiration to carry your actions forward beyond the 16 Days of Activism.

**Three-tiered pricing: US\$25 for general admission; US\$20 for members; US\$10 for students.** All proceeds, less fees, go to the Zonta Foundation for Women International Service Fund to support global initiatives to address gender-based violence.

Members who participate will have this donation count toward their Every Member Every November Zonta Foundation for Women giving total.

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)

# 16 WAYS FOR 16 DAYS

ENVISIONING

DISCUSSION

KNOWLEDGE

GLOBAL ISSUES

ORANGE THE WORLD

TRIBUTE

GIVING

STUDENT ENGAGEMENT

LISTENING

OUTREACH

REMEMBRANCE

COMMUNITY

ALLYSHIP

SERVICE

ADVOCACY

REFLECTION



Zontians at the 2024 Brisbane Convention in Australia

# 16 WAYS FOR 16 DAYS



Take the Zonta Says NO to Violence Against Women pledge. Speak up and renew your commitment to ending gender-based violence (GBV) by taking and sharing the pledge below.

## I WILL

- Say NO to violence against women and girls.
- Say NO to violence in any form, whether physical, psychological or via the Internet.
- Support or host a program on GBV.
- Learn more about gender-based violence found at the Zonta Says NO website.
- Reflect on what I learned during the 16 Days and speak up via social media and with family and friends throughout the year.
- Invite the men and boys in my family and community to take the pledge, speak up and take action to prevent GBV.

# 1: ENVISIONING

[WWW.ZONTASAYSNO.COM/PLEDGE](http://WWW.ZONTASAYSNO.COM/PLEDGE)

# 16 WAYS FOR 16 DAYS



## 2: KNOWLEDGE

WWW.ZONTASAYSNO.COM

Research gender-based violence (GBV) issues in your local community, state or country and highlight these issues via club/individual social media channels.

Preventing and ending GBV requires knowledge of the issues.

What is the most prevalent form of GBV where you live?

What is being done to address the issue?

Provide links for others to take action or engage community members, family and friends in a discussion to come up with your own ideas for solutions. Here are some sites to help you get started, but look to regional or national sources too:

- [International Center for Research on Women](#)
- [Girls Not Brides](#)
- [UN Trust Fund to End Violence Against Women](#)
- [Futures Without Violence](#)
- [European Institute for Gender Equality](#)
- [Asian Pacific Institute on Gender-Based Violence](#)

# 16 WAYS FOR 16 DAYS



Zonta Club of Lunéville, France

## 3: ORANGE THE WORLD

WWW.ZONTASAYSNO.COM

“Orange the World” in your community.

25 November is Orange Day, but the color can be displayed anytime during the campaign. Orange is used to show solidarity against violence toward women. This vibrant color is prominent when worn or shown on buildings and other structures.

**How to run an “Orange the World” event in your city.**

1. Partner with government officials and organizations that support women exposed to violence. Decide on specific actions.
2. Secure sponsors for financial support and promotion.
3. Use energy-efficient options like LED lighting or eco-friendly materials.
4. Identify and partner with structures and landmarks to be lit in orange.
5. Promote the event through print, digital publications and social media.
6. Issue a press release and utilize partners’ media connections.
7. Capture and [share photos and videos](#) on social media and with Zonta.
8. Follow up with partners with thank you notes, results and photos to plan for next year.

**Wear orange and share a picture or video on social media. Use a sticker on Instagram by searching “Zonta Says NO” in stickers/ gifs.**

# 16 WAYS FOR 16 DAYS



Zonta Club of Kaohsiung Yuhsuan, Taiwan

## 4: GIVING

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)

### GIVING TUESDAY IS 2 DECEMBER 2025

Support programs that provide resources for ending violence against women and girls.

In honor of the Zonta Says NO to Violence Against Women campaign, please donate to the Zonta Foundation for Women for our international projects. Starting this November, set up a recurring donation to the International Service Fund to show your ongoing support.

Whether or not you are able to donate, use these social media images to encourage others to donate. Here are some sample text posts:

 **ZONTA INTERNATIONAL**

On #GivingTuesday, donate to the Zonta Foundation for Women to support Zonta's international service projects and help us end violence against women and girls. [www.zonta.org/donate](http://www.zonta.org/donate). #ZontaSaysNO

 **ZONTA INTERNATIONAL**

Join me in ending violence against women and girls with a gift to the Zonta Foundation for Women to support Zonta's international service projects. [www.zonta.org/donate](http://www.zonta.org/donate). #ZontaSaysNO

# 16 WAYS FOR 16 DAYS



Zonta Club of Dhaka II, Bangladesh

## 5: LISTENING

WWW.ZONTASAYSNO.COM

### Host a live or virtual forum/speaker.

Invite speakers or community leaders to a Zonta Says NO event during the 16 Days, focusing on gender-based violence (GBV). You can also host a film screening followed by a discussion, in person or online.

### Listen and elevate survivors' and advocates' stories.

As advocates and survivors share their experiences with GBV, the stigma lessens. Many podcasts highlight these stories and advocacy efforts, such as:

-  **TAKING BACK CONTROL**: A Battered Women Justice Project Podcast that focuses on centering survivors of GBV's stories.
-  **SEXUAL VIOLENCE RESEARCH PODCAST**: The Sexual Violence Research Institute converses with researchers, policy makers, activists and donors about GBV.
-  **#ISTHISOK**: A podcast of crucial conversations between men that discusses GBV, including challenges women face.

# 16 WAYS FOR 16 DAYS

Remember the victims of gender-based violence (GBV).

Clubs throughout the years have been creating displays representing those who have died as a result of GBV. These displays show the deep, shocking impact of this violence and ensure victims do not fade or become nameless.

Below are some powerful actions clubs have taken:



## ZONTA CLUB OF BEAUNE COTE D'OR, FRANCE

The club dedicated an orange bench in memory of Audrey Clément and her daughter Albane, both victims of GBV at the hands of Audrey's intimate partner and Albane's father.



## ZONTA CLUB OF MELBOURNE, USA

The club collected 466 pairs of shoes, each pair representing a woman killed by an intimate partner every 16 days, resulting in a powerful display. Local organizations offering resources were featured, and all shoes were later donated to women's shelters.



## ZONTA CLUB OF NUEVA VIZCAYA, PHILIPPINES

The club, the Z Club of Saint Louis School and other like-minded organizations held an annual memorial for women who lost their lives due to GBV, featuring a moment of silence and candle lighting.

## 6: REMEMBRANCE

# 16 WAYS FOR 16 DAYS



Zonta Club of Maryborough Inc, Australia

## 7: ALLYSHIP

WWW.ZONTASAYSNO.COM

Invite men and boys to join you in your actions.

To end violence against women and girls, we need men and boys to join our efforts. UN Women's HeForShe invites all genders to stand in solidarity for gender equality. Visit the [HeForShe website](#) to discover more about the campaign and ways to engage men in your community.

Launch a social media photo campaign of men and boys in your community with Zonta Says NO to Violence Against Women signs.

Sharing the message of engagement can be done easily through social media. Remember to gain consent of the participant, then snap a photo, post and tag the community group the men are from and use [#ZontaSaysNO](#).

Many Zonta clubs are successfully involving men as allies, such as:



### ZONTA CLUB OF NEW TERRITORIES II, HONG KONG

The club created a two-minute video featuring 15 successful men who shared their secrets to success: hard work, dedication and most importantly, saying NO to violence against women.

# 16 WAYS FOR 16 DAYS



## 8: ADVOCACY

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)

**Ask an official to make a Zonta Says NO proclamation.**

A proclamation officially designates an event and helps educate the public about gender-based violence by showcasing the support of a key government official.

[SAMPLE PROCLAMATION](#)

[SAMPLE COVER LETTER](#)

[MEDIA INQUIRIES PAGE](#)

**Call for your country's ratification of the Istanbul Convention.**

The Council of Europe's Istanbul Convention is a legal framework open for any country to join. Download a sample letter suitable for your country's status at the buttons below and send it to the relevant official.

[RATIFY ISTANBUL CONVENTION](#)

[NON-MEMBER STATES](#)

# 16 WAYS FOR 16 DAYS

Take action to end child marriage at the state or national level.

Zonta International supports the UNFPA-UNICEF Global Programme to End Child Marriage in 12 countries with high rates of this practice, but it remains a global issue. Take action to end child marriage at a state/providence or national level.

**Advocacy – Addressing sexual harassment in the workplace.**

To address sexual harassment in the workplace, ensure your employer has a clear policy accessible to all employees. Familiarize yourself with the complaint procedure and its communication channels and advocate for updates as needed.



Zonta Club of Christchurch South, New Zealand

## 8: ADVOCACY

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)



### ZONTA USA CAUCUS, USA

The Caucus works with the National Coalition to End Child Marriage to stop child marriages in the United States.



### ZONTA CLUB OF KOWLOON, HONG KONG

The club and the Hong Kong Women's Coalition on Equal Opportunities met with the Equal Opportunities Commission to address workplace sexual harassment. The group emphasized the need for corporations in the city to establish harassment policies and conduct training.

# 16 WAYS FOR 16 DAYS



Host a discussion, panel or workshop about ending gender-based violence in person, on social media or an online meeting platform.

## Tips for your discussion:

- Create a registration page for your audience to sign up. Some platforms send out automatic reminders prior to the start time, which will help more people attend the event. Please don't hesitate to ask questions during registration to kickstart the discussion.
- Promote your discussion time within newsletters, social media and other webinars to ensure your network knows the details.
- Be interactive. Allow audience members to chat via the discussion boxes or speak to one another in breakout rooms.
- After the event, follow up with the attendees with some key takeaways and actions they could take.



## ZONTA CLUB OF SINGAPORE

Recognizing the urgent need to combat cyberbullying, especially targeting women and girls, the club held an impactful forum about the issue. In a show of solidarity, the audience members wore orange to demonstrate their commitment to ending violence against women.

# 9: DISCUSSION

# 16 WAYS FOR 16 DAYS



Zonta Club of Accra Jubilee, Ghana

## 10: GLOBAL ISSUES

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)

Read statements from Zonta International to see how gender-based violence (GBV) is connected to larger global issues.

Through its statements, Zonta urges members and governments to take action to address global issues that are connected to GBV, ensuring a world where no woman lives in fear of violence.

WOMEN'S RIGHTS IN ARMED  
CONFLICTS AND POST-  
CONFLICT SETTINGS

[READ STATEMENT](#)

TRAFFICKING IN PERSONS

[READ STATEMENT](#)

WOMEN MIGRANTS  
AND REFUGEES

[READ STATEMENT](#)

CLIMATE JUSTICE

[READ STATEMENT](#)

# 16 WAYS FOR 16 DAYS



## 11: TRIBUTE

WWW.ZONTASAYSNO.COM

**Highlight survivor stories via social media.**

Storytelling provides a platform where victims can speak openly about what they went through and provides a space to receive support and grow understanding. Below are examples where clubs supported survivors' stories.



### ZONTA CLUB OF JELGAVA, LATVIA

The club featured 12 straw dolls created by local women, each representing real stories of abuse in Latvian and English to educate the public and provide resources for help, blending folk traditions with advocacy.



### ZONTA CLUB OF DHAKA IV, BANGLADESH

The club held an advocacy session featuring the stories of domestic female workers, shining a light on their experiences of exploitation and abuse, while fostering an understanding of the challenges they continue to face and exploring meaningful ways to support them.

# 16 WAYS FOR 16 DAYS



Partner with your local Z club or Golden Z club, Girl Scouts, Girl Guides or other student groups. Partnering with your club's sponsored Z club or Golden Z club is an effective way to get students involved in Zonta's mission. The Zonta Says NO to Violence Against Women campaign is a wonderful opportunity to invite your student club to participate in an activity your club has planned or, even better, they can plan alongside your club for a joint action.

Below are some actions clubs have taken to engage students to say NO:

## Z AND GOLDEN Z CLUBS OF ST MICHAEL'S COLLEGE OF LAGUNA, PHILIPPINES



The student clubs co-organized a "We Walk in Her Shoes" event in support of the HeForShe initiative. Participants included hundreds of Z and Golden Z club members, along with 250 men who walked in women's shoes to demonstrate their support for gender equality.

## ZEE CLUB ZONTA III, DHAKA, BANGLADESH



The Z Club joined forces with fellow youth organizations to create a powerful painting aimed at raising awareness about ending child marriage, with the auction proceeds dedicated to supporting the education of underprivileged children in the community.

## 12: STUDENT ENGAGEMENT

# 16 WAYS FOR 16 DAYS



Zonta Club of Chatham-Kent, Canada

## 13: OUTREACH

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)

Organize a letter-writing/postcard campaign to elected/appointed officials on an issue of importance in your community, state or country.

1. Create a printable postcard and sample messages.
2. Prepare a list of legislators to target.
3. Invite club members and others to join you in filling out the postcards—either in person or via a virtual meeting platform.
4. Fill out the postcards and mail them to your legislators.

[POSTCARD TEMPLATE](#)

Write a letter to the editor on a gender-based violence issue in your community.

A letter to the editor is an effective way of talking about an important issue and reaching an audience larger than your social circle. Letters to the editor are among the most widely read features in newspapers and magazines and a great way to influence public opinion and action. If you are trying to promote a specific event, we suggest you also submit a press release.

[SAMPLE CLUB LETTER TO EDITOR](#)

# 16 WAYS FOR 16 DAYS



District 26, Japan

## 14: COMMUNITY

[WWW.ZONTASAYSNO.COM](http://WWW.ZONTASAYSNO.COM)

**Host a book club with a focus on gender-based violence or women's empowerment.**

Members, districts and clubs can engage in discussions with one another and their community by hosting online book clubs.

**Interview your local police chief or elected official to talk about issues in your community, and publish the interview on your website and share on social media.**

To understand what the challenges are in your local community and how your club can help address them, schedule an interview (via email, phone or in person) with your local department to ask if your local system is experiencing these challenges and what the community can do to address them.

**Organize a Zonta Says NO march or virtual march in your community.**

Zonta Says NO marches have been a popular activity throughout all campaign years. Clubs have organized their own events according to local guidelines and laws or have joined in on existing parades or marches. If you are organizing a march, be sure to adhere to the local ordinances.

# 16 WAYS FOR 16 DAYS



Zonta Club of Montevideo, Uruguay

## 15: SERVICE

WWW.ZONTASAYSNO.COM

### Helping survivors of domestic violence

According to UN Women, about 35% of women globally have faced physical or sexual violence by an intimate partner or non-partner. There are various ways Zontians can support survivors of domestic violence.

### Provide training on online sexual abuse and exploitation of children.



#### ZONTA e-CLUB OF THE PHILIPPINES III

The club conducted a 5-day training for 40 frontliners on combating Online Sexual Abuse and Exploitation of Children (OSEAC). The program emphasized collaboration and prevention, with the club providing training kits.

### Generate more public awareness on the prevalence of GBV.



#### ZONTA CLUB OF LAUNCESTON INC, AUSTRALIA

The club launched a bold domestic violence awareness campaign on public buses with the message, “Prevent the violence, stop the hidden abuse,” in response to rising intimate partner violence statistics.

### Use the arts or other media to champion survivors.



#### ZONTA CLUB OF CINCINNATI, USA

The club hosted an art exhibit to raise awareness about GBV. In collaboration with local organizations, they offered outreach programs on healthy relationships, along with book displays on intimate partner violence and support bookmarks during the 16 Days of Activism.

# 16 WAYS FOR 16 DAYS



## 16: REFLECTION

WWW.ZONTASAYSNO.COM

Reflect on what you learned during the 16 Days and share your reflections via social media or with family and friends.

Sharing your experience encourages further discussion on ending violence against women. After sharing, ask others what they learned and what actions they want to take.

### Share your story with Zonta International.

Inspire change by sharing your story with Zonta International for the Zonta Says NO to Violence Against Women campaign. Together, we can raise awareness and visibility to end violence against women. Don't forget to include photos to enhance your message.

### Here are a few things to know when sharing stories:

- Click on the "[Share your Story](#)" icon within the footer of the [Zonta Says NO website](#). Please note that this form is now unique from the original Share Your Story form.
- Fill in all the fields and remember to give as much information about your story as possible.
- Next, submit pictures that accompany your story; the link can be found at the bottom of the same form that you use to submit your story.

District 16, New Zealand

# TIPS FOR YOUR CAMPAIGN

**ZONTA**<sub>SAYS</sub>**NO**  
TO VIOLENCE AGAINST WOMEN

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# CAPTURE YOUR CAMPAIGN: HOW TO TAKE GREAT PHOTOS



**BE CONSCIOUS OF  
OUR MISSION**



**KEEP IT REAL**



**OBSERVE PEOPLE  
TOGETHER**



**AVOID THE  
BUSINESS**



**ALWAYS CHECK**

# CAPTURE YOUR CAMPAIGN: HOW TO TAKE GREAT PHOTOS



## BE CONSCIOUS OF OUR MISSION

- Capture global themes.
- Show levels of membership and leadership.
- Be diverse in your subject choice.
- Incorporate your logo or emblem as appropriate.



## KEEP IT REAL

- Avoid staged subjects; photograph what you see.
- Use natural lighting when possible and no artistic filters.
- Capture details that tell the story.
- Stay candid and unobtrusive.

# CAPTURE YOUR CAMPAIGN: HOW TO TAKE GREAT PHOTOS



## OBSERVE PEOPLE TOGETHER

- Capture the emotion of the event: inspirational speakers, engaged audience, friends meeting.
- Find the action within the scene.
- Take subtle, close-up shots that still tell a story.



## AVOID THE BUSINESS

- Find the inspiration of your event, not the materials.
- Capture photos that are friendly, professional, crosscultural, people-focused, integrated and global.

# CAPTURE YOUR CAMPAIGN: HOW TO TAKE GREAT PHOTOS



## ALWAYS CHECK

- Get permission from the subject and photographer.
- Ensure copyright is assigned to Zonta.
- Use high resolution (300 dpi/ppi).
- Save as .jpg or .png.
- Post in timely fashion with detailed, engaging captions that include subject's name and title when available.



District 8, USA & Canada



Zonta Club of New Providence, Bahamas

# CAPTURE YOUR CAMPAIGN: PHOTO RELEASE TIPS FOR EVENTS

## PRIOR TO EVENT

- Include a photo permission form in the registration process so everybody who registers automatically gives permission.
- When holding a ticketed event, include a line printed on the ticket (i.e., the owner of this ticket gives permission to being photographed).

## DURING EVENT

- Place a sign at the venue entrance informing the participants that photos are going to be taken.
- Make an announcement from the stage during the welcoming remarks, saying that photos will be taken.

# CAPTURE YOUR CAMPAIGN: HOW TO FILM VIDEOS

## PREPARATION

- Identify your target audience and key messages.
  - International audience: Fellow Zontians and Zonta clubs.
  - External audience: Other organizations, business professionals and etc.
- Choose a location with good lighting, preferably natural.

## VIDEO SETUP

- Select a setting that fits your message and theme.
- Use landscape for emails and websites; portrait for Instagram to engage viewers.
- Incorporate Zonta elements and props, such as Zonta Says NO signs and your club's banners.
- Wear orange to show solidarity with the campaign.

## FILMING

- Use your smartphone or the best recording device you have at your disposal.
- Speak clearly and with confidence and practice to keep your message under one minute.
- Choose your words wisely, avoiding jargon. Consider using a script to guide you.
- Stand tall and let your voice resonate with passion.
- Remember to pause for two seconds at the end to create a perfect finish.

## POSTING

- **Facebook:** Choose a video from your phone or computer's library, and then in your post, include #ZontaSaysNO and tag us at @ZontaSaysNO.
- **Instagram:** Tap the plus sign to choose a video or record live. Then, caption with #ZontaSaysNO and tag us at @ZontaIntl.
- **(X):** Click on the compose box and choose a video. Caption with #ZontaSaysNO and tag us at @ZontaIntl.

# CAPTURE YOUR CAMPAIGN: SOCIAL MEDIA TIPS

- How to prepare an engaging post: use a photo - it is “worth a 1,000 words.”
- Social media is not an end destination - it is a beacon to your activities. The purpose is to connect with others.
- Use social media to bring people to you, engage with them, build your external audience and grow your Zonta network.
- What makes a great post?
  - Determine the audience.
  - Have an interesting topic.
  - Show Zonta activities in advocacy and/or service.
  - How do you want Zonta to be seen by the audience, from outside of Zonta?
- Ensure your Zonta club pages are well curated.
- When people respond to a club post, ask them to join the page to grow your audience.
- Share a Zonta post with your own personal comment (e.g., “We build a better world for women and girls”) to build greater visibility of Zonta.



Facebook has highest participation of women over 35, and Instagram is the choice of small businesses and women under 35.

# CAPTURE YOUR CAMPAIGN:

## HOW TO BE SAFE & PRODUCTIVE

Follow local ordinances for all activities

Network to make a larger impact

Follow health and safety guidelines

Work with a committee to make targeted actions

Work with other Zontians to make a larger impact

Know that you are making a difference!

Don't forget to share your action with Zonta

The 16 Ways for 16 Days are just suggestions

Keep focus and set limits on what you can commit

# THANK YOU FOR SAYING **NO!**



Thank you in advance for your support. We look forward to seeing our Zontians in action!

If you have any questions, please contact Zonta International Headquarters at [pr@zonta.org](mailto:pr@zonta.org).

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