



Zonta Ambassador Training Toolkit

To Build a Better World for Women and Girls

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1. Welcome Letter

A message from the Club President or District Governor

Dear Zontians,

Thank you for stepping forward to serve as a Zonta Ambassador. Your role is vital to advancing our shared mission of *Building a Better World for Women and Girls*.

Every conversation, every introduction, every story you share helps strengthen Zonta's visibility and impact. As ambassadors, you bring Zonta's mission to life — inspiring new members, partners, and supporters to join us in creating lasting change.

With appreciation and excitement,

[Name]

Club President / District Governor

2. Ambassador Role Overview

What Does a Zonta Ambassador Do?

- **Share the Mission:** Talk about Zonta with friends, family, colleagues, and community members.
- **Connect Networks:** Introduce potential members, donors, and partners to Zonta.
- **Engage Others:** Invite contacts to meetings, events, or service opportunities.
- **Promote the Cause:** Use social media and storytelling to highlight Zonta's mission.

Why It Matters

Zontians' voices build trust and inspire engagement. Every conversation can spark a new ally in advancing gender equality and opportunity.

3. Key Talking Points

Mission Statement

Zonta International is a global organization of individuals working together to build a better world for women and girls.

What We Do

- Advance women's rights and health globally and locally
- Provide scholarships and leadership development opportunities
- Advocate to end gender-based violence and promote economic equity

Why It Matters

"This year, our district funded \$10,000 in scholarships and partnered on advocacy to address domestic violence in our communities."

How Others Can Help

- Attend a Zonta event
- Join as a member
- Make a donation or become a sponsor
- Share Zonta's work with others

4. Elevator Pitch Guide

Template

“Hi, I’m [Name], and I’m a proud member of Zonta. We’re a global network of individuals working to build a better world for women and girls through service, advocacy, and education. I joined because [insert personal reason]. Our club recently [share achievement]. I’d love to tell you more about how you can support or get involved.”

Sample Pitches

Formal & Informational

“Hi, I’m [Name], a proud Zonta member with the [Location] Club. Zonta is a global organization with a local impact. Our mission is to build a better world for women and girls through education, advocacy, and service. I joined because I believe in the power of women’s leadership. This year, our club awarded scholarships to high school students and supported a transitional housing program for survivors of domestic violence. I’d love to share how you or your organization can get involved.”

Friendly & Personal

“Hey there, I’m [Name] and I’m with the Zonta Club of [Name]. We’re part of an international community of people passionate about making the world better for women and girls. I joined because I wanted to take action, not just talk about equality. Last month, we hosted a service event supporting women at a local shelter. If you’re looking to give back and meet some amazing people, I’d love to tell you more!”

Mission-Driven & Inspiring

“Hi, I’m [Name], and I’m honored to be a Zontian. Zonta takes action — globally and locally — to empower women and girls. I joined because I want my daughter to grow up in a world where her potential isn’t limited by her gender. From service projects to scholarships and advocacy, we’re creating real change. Would you like to be part of it?”

Practice Tip: Pair with another Zontian to role-play and refine your pitch.

5. Success Stories & Impact Highlights

Develop a collection of short stories, quotes, or testimonials that illustrate the organization's impact. Use visual aids such as photos, videos, or infographics that members can share with others. Use these four components when crafting an Impact Story:

Challenge → Zonta's Action → Positive Impact → Tie to Investing/Joining

Emma's Story

When her child started kindergarten, Emma finally had the chance to chase her dream of becoming a nurse. With a Zonta scholarship, she returned to school to focus on improving birth outcomes for Black and minority women. Now, she's on her way to creating healthier beginnings for mothers and babies — proof that investing in women changes entire communities.

Juanita's Story

After a night of violence, Juanita found the courage to seek help. At the hospital, a SANE nurse cared for her and provided an aftercare kit supplied by Zonta. Later, at a crisis center, another Zonta project gave her and her daughter a purse filled with toiletries, feminine hygiene products, safety items, and a handwritten note of encouragement. These small acts of care reminded Juanita she wasn't alone — that there is hope, help, and a community of women standing beside her.

Zonta gives us the opportunity to help restore dignity and hope for women like Juanita — one act of compassion at a time.

6. FAQs for Ambassadors

What does Zonta do?

Zonta advances the status of women worldwide through service, advocacy, and education.

Is Zonta political or religious?

No. Zonta is nonpartisan and nonsectarian.

How are donations and dues used?

Funds support local service projects, scholarships, and Zonta International programs improving women's health, education, and rights.

How can I get involved?

Attend an event, join as a member, or partner on a project that aligns with Zonta's mission.

7. Ways to Engage Your Network

- Invite someone to a Zonta meeting or service event.
- Host a coffee or Zoom chat to introduce friends to Zonta.
- Share an impact story or post on social media.
- Send handwritten notes or thank-you cards to potential members or donors.

8. Network Mapping Worksheet

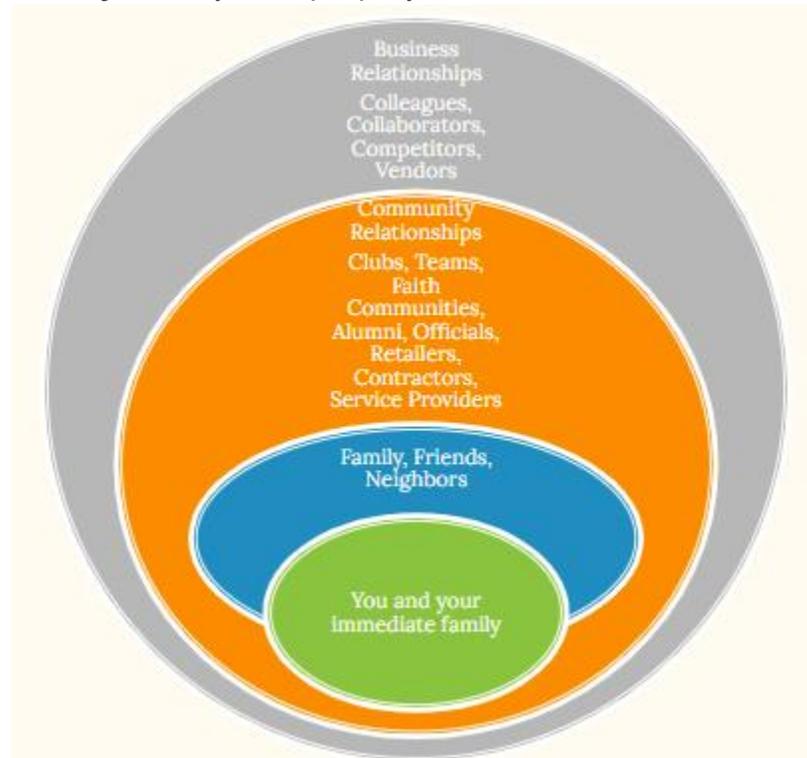
Draw three concentric circles:

Inner Circle: Family, Friends, Neighbors

Middle Circle: Community Relationships

Outer Circle: Business or Professional Contacts

Activity: Identify 5–10 people you could introduce to Zonta.



9. Social Media Toolkit

Stay Connected

Follow your local Zonta Club and Zonta International. React, comment, and share posts to increase visibility.

Sample Posts

“Proud to be a Zontian! Our club just awarded scholarships to three incredible young women. Learn more: [Link]”

“Join me at our Zonta service project this month! We’re making a difference locally.”

“Women’s rights are human rights. I support Zonta’s mission to build a better world for women and girls.”

Hashtags

#ZontaSaysNo • #BuildABetterWorld • #ZontaSaysNow

Additional Resources

www.zontadistrict1.org/resources/web_media/

10. Invitation Templates

A personal invite from you can make all the difference—even if they didn't know you before you invited them. People want to belong, but they may have some reservations like:

- It's not for them
- They don't want to overstep
- They don't know what to expect
- They won't know anyone
- They aren't sure how to get involved

Email Invitation

Subject: Be My Guest at a Zonta Event

Hi [Name],

I'd love to invite you to join me at an upcoming Zonta event. It's a great way to learn more about how we're building a better world for women and girls—and it's always fun and inspiring!

[Insert Event Info]

Let me know if you'd like to come!

Printed Invitation

Join Me for an Inspiring Evening in Support of Zonta!

Dear [Name],

I'd love for you to join me at [Event Name] on [Date/Time] at [Venue].

As a member, I've seen firsthand the incredible impact Zonta has on women and girls. This event is a chance to learn, connect, and make a difference.

Event Highlights:

🌟 [Speaker or Guest]

🍷 [Food or Activities]

🎟️ [Raffle or Auction Info]

Tickets are [\$XX]; RSVP at [link]. I'd be thrilled to share this meaningful evening with you!

Warmly,

[Your Name]

Zonta Club of [Name]

11. Next Steps & Support

Set Goals: Each Zontian selects 2–3 outreach actions this quarter.

Club Support: Identify a member to coordinate follow-up and share progress.

Activities for Club-Level Training

A. Elevator Pitch Practice – Why does Zonta matter to you? Practice in pairs.

B. Impact Storytelling – Choose a story and apply the “Challenge → Zonta Action → Positive Impact → Tie to Investing/joining” model.

C. Network Mapping – Identify two people you’ll introduce to Zonta this month.

D. Cultivation & Stewardship – Choose two ways to connect or thank someone (e.g., invite to event, share impact video).

12. 10 Tips to Share Your Passion for Zonta

1. Tell Your Story – Share why you joined and what keeps you inspired.
2. Make It Personal – Invite someone to attend with you.
3. Highlight the Mission – *Building a better world for women and girls.*
4. Show Local Impact – Talk about service projects and scholarships.
5. Celebrate Global Reach – 30,000 members in 66 countries.
6. Use Social Media – Share Zonta moments and why they matter.
7. Be an Everyday Ambassador – Mention Zonta in daily life.
8. Offer Small Entry Points – Volunteering or attending as a guest counts.
9. Connect Passions – Link Zonta’s mission to their interests.
10. Follow Up with Warmth – Thank them and invite them back.

13. 10 Reasons People Give

1. To make a difference
2. To support causes they care about
3. To give back
4. To feel good
5. To improve their community
6. To live their values
7. To help those in need
8. To raise awareness
9. To build a better world
10. Because they were asked

Remember: People want to belong. You're offering them the chance to be part of something international, local, and life-changing. Be your authentic self and share your Zonta experience with enthusiasm.