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1. INTRODUCTION

The idea for this workshop was developed in discussions among Finnish Zontians as part of lessons learned collected from the previous Yellow Rose campaigns, especially the ZAU Service Campaign 2018 – 2020, and planning for the future campaign 2022-2024.

Very clear message from our members was that the material goods should in future play less role in fundraising and new immaterial products should be developed instead. This thinking is based on one hand on environmental concerns which urge for both material resource efficiency and decreasing CO2 emissions in our activities. On the other hand, the laboriousness of carrying, transporting and managing storages for the selling items was also pointed out. Of course, e.g. the working on handicrafts as part of Zonta club activities is one part of the joy.

The ideas created in this workshop and developed as its inspiration are not meant to question the existing means for fundraising. It is also clear that in Zonta clubs worldwide multiple practices for immaterial fundraising are already in use. So, all in all, the purpose of this workshop was as well to collect such good practices as share ideas on potential new developments.

We thank sincerely all those almost 100 participants for their enthusiasm in sharing and debating during the workshop in sunny Hamburg. It is clear that this short workshop could only provide one starting point for the discussions and developments on new approaches for fundraising. We hope this subject will gain more attention as part of the future work of the Zonta society!



Fig 1. Harriet Lonka and Vuokko Skyttä gave introductions at the workshop.

2. IMPLEMENTATION OF THE WORKSHOP

The workshop gathered almost 100 participants in the Hamburg Conference Center Hall X, Room 3 between 10.30 and 12 on Saturday 25 June. The program started with a presentation on District 20 Service Campaign ZAU given by Vuokko Skyttä.

The workshop was divided into five stations for different themes for discussion. The subjects were:

- 1) Biodiversity and Climate Change
- 2) Cultural Services
- 3) Events and Happenings
- 4) Donations and Sponsorship
- 5) Other Issues

Each station was equipped with whiteboard sheets and a volunteer 'chair' was appointed to lead discussion for every theme. The participants were free to choose their preferable themes and move around between different subjects. Every station gathered plenty of participants to discuss the ideas for various subjects (Fig. 2).



Fig 2. Discussions were lively by the whiteboard sheets at each station.

3. NOTES FROM THE GROUP DISCUSSIONS

The themes for the group discussions were given by us organizers. All themes raised interest among the participants. Normally we would have started this kind of a workshop with general discussion on themes of specific interest for the participants. However, due to the tight schedule in Hamburg this was not an option. In the following paragraphs we share the notes from each thematic group and will present our conclusions in the last chapter.



Fig 3. All themes raised interest among participants.

Biodiversity and Climate Change

- Walk in natural park with guide -product, calculation: price for guide 50€, entrance fee per person 20€: 50 people -> 1000€
- In Arizona 'Desert tours': learn about desert and Zonta; publicity on facebook
- Promoting solar energy: even selling shares for a solar energy park in combination to a partner's project?
- Connecting biodiversity projects on 'New yellow roses', i.e. other types of yellow flowers, such that have a meaning for protection of local endangered biotypes, e.g. being indicators for certain specific biotopes; creating games, exchange/collection of pictures of such flowers to be collected by the Zonta community (such info can assist and enhance also scientific research)
- Garden tours: visiting private gardens of Zontians
- Visiting tours on low energy houses, inspiration for individual, every day life choices for CO2 emission aware lifestyle.
- Science projects; Find a professor in a university to talk about climate change.

Cultural Services

- Concerts
- Previewing of a first opening of an art exhibition/vernissage

- Museum party with live music, food etc
- Sports events: doing exercise etc, personal trainer (e.g. District 20 online training sessions during the Covid19 pandemics)
- Renting a movie theater; cooperation with movie theater; 'every Zontian is a movie'
- LUNAFEST: Films by women about women – are shown for donations.
- Pop-up-Cafés: maybe in community events?
- Game or card tournament with a winner at the end

Events and Happenings

- in-person events, e.g. wine, music, tastings, flea market, outdoors → running dinner, tours of historic houses
- zoom/online events, e.g. tastings, cooking together, talks and debates
- ticketed events like "Christmas house", cinema, kayaking → zonta takes part on proceedings (e.g. benefits featuring celebrities, experts, seminars, workshops, masterclasses)
- Lottery/Advent calendar
- Sell art prints, organize auctions (e.g. donated art pieces)
- Organize a wish list so people can directly donate to individuals in need (hospitals, women's shelter, orphanages..)
- "Handtaschebörse" → women donate used handbags and buy other women's bags (profits go to Zonta)
- Crowdfunding platforms
- Partnerships, sponsorships for events

Donations and Sponsorship

- Don't ask people for money – offer them an opportunity to give!
- WORDS MATTER – THINK BIG!
- Fundraising = Sales Transaction → what do they (customer) want/need? What can you offer? → real transaction
 - Be persistent to get your "foot in"
 - Companies want to get recognition (appear in your newsletter, on webpage, with logo) → visibility → "be sponsored by"
- Partner → advertising possibility; partner employees can become members and participate in the meetings? → make it relevant and personal!
- Donations: money; in kind contribution (media coverage, birthing-kits...), volunteering
- KEY ISSUE: CORPORATE SOCIAL RESPONSIBILITY!

Other issues

- IDEA from the Danish Club: NATTERAVN (NIGHTRAVEN): Selling the "safe spaces", protecting girls and women/young people from violence
 - working together with organisations actually on streets!

- District 20 future Yellow Rose campaign for 2022-2024 will tackle same issue in digital world: combatting digital harassment on girls and women in social media platform with active interventions.

4. CONCLUSIONS AND SUGGESTIONS FOR FURTHER WORK

The main finding of the workshop was that the Zontians apply huge number of different means for their fundraising. Among them are many measures which are not based on selling material items but offering experiences.

Organizing events with cultural program and serving food and drink are one very typical type of Zonta activity worldwide. During the Covid19 pandemics new types of virtual events have been developed such as cooking or exercising online together in addition to more traditional virtual debates and talks. Many events are based on cooperation with a partner like cinema theater, theater, museum or concert organizer. The events can be exclusively organized for Zonta or club members can sell tickets to public performances. Art auctions, flea markets and other type of second-hand items' selling events (e.g. Handtaschebörse in above notes) are also popular.

The challenge for all Zonta activities is that there is always a restricted amount of people who can give their time and effort organizing events or otherwise contributing to the fundraising efforts. Thus, critical issue is, how to develop 'lean' ways to organize Zonta fundraising. In this sense sharing best practices in the context of a workshop like this can play an important role.

Our workshop also offered a platform for discussing new approaches and developing new means for fundraising 'out of the box'. We want to thank especially Professor Jean Ann French, who kindly contributed to our workshop by chairing the discussion on Donations and Sponsorship -theme. Professor French made an effort to shake our thinking on 'what the Zonta has to do with selling?'. Her answer was clear: fundraising IS a sales transaction, and its success is keenly connected to our understanding of the customers' needs. We should be more persistent in our sales actions including also gaining sponsorships. Professor French pointed out that in all our work we should remember that we are not asking for money, but we are offering people an opportunity to give. It is also worth keeping in mind that different in-kind contributions play an important role as part of our fundraising efforts. When decreasing the financial burden of the input, we increase financial value of the fundraising output.

One goal for the workshop was to initiate discussions on how the Zonta fundraising could take new steps in the direction of enhanced corporate responsibility in all our voluntary work. As one aspect of such thinking we wanted to give floor to thoughts on how to combine reaching global environmental targets with new methods for fundraising. Could we create immaterial products combining in them biodiversity protection goals e.g. in cooperation campaigns with local or global nature protection associations? Or sell shares for solar energy production in cooperation with renewable energy companies? Of course, Zonta says Now -targets can be connected to organizing ticketed events which include

experiencing nature, listening to lectures of climate change specialists and so forth. In all our ideas Zonta would not give away the primary targets for our fundraising which rationale is creating better life for women and girls worldwide. We only think that our 'sales portfolio' could be renewed to include more environmentally beneficiary products and to exclude environmentally harmful products.

We do hope that the conclusions of this workshop will serve as inspiration for thinking anew our traditional methods for fundraising as well as innovating some brand-new ideas for future. This short event could obviously only serve as a first glance to various ideas and possibilities. We look forward for the next steps!