

Advancing the Status of Women Worldwide

**June 2014** 

District 6 Area 4 Club 369

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#### President

Suzanne Leeke 317-752-3851 sleeke@tds.net

#### **Vice-President**

Lisa Conard 765-516-2164 bconard@comcast.net

#### Secretary

Kay Geisler 765-482-0270 dk.geisler@gmail.com

#### Treasurer

Ann Durkos 317-407-1955 adurkos@gmail.com

### **Club Newsletter Publisher**

Christine Sterle 317-828-7752 csterle@thorntown.lib.in.us

#### Club Address

Zonta Club of Lebanon PO Box 453 Lebanon, IN 46052

Club Website www.zontalebanon.org

#### Club Facebook Page

http://www.facebook.com/groups/ zontaclublebanon/

Club Email Address: zontaclublebanon@yahoo.com

# **President's Ponderings**

Welcome to a new Zonta Biennium! Thank you for allowing me to serve as your president for the next two years. I am honored.

I have been a member of Zonta for 10 years and admittedly a little nervous to take over at the helm. But I know with the help and support of each of you, we will continue to do great things for women!

I'd like to thank my predecessors for leading the way and am so thankful that past president Pam Anderson will continue to serve on the board making the transition much easier. I want to thank her for her service and great ideas over the past 2 years.

And I am excited to share this opportunity with Vice President Lisa Conard as she begins her 4 year journey!

We have a lot in store this year! Finding the right fundraiser has been one of our biggest challenges in the last few years. We

have some new ideas which we will discuss briefly at the next meeting!

June is the month when we honor young women in our community! Please be sure to attend the meeting on June 4<sup>th</sup>. It is the Scholarship Awards and Z Club Induction and Officer Installation. We will award scholarships to two high school girls and one adult woman who will be attending college. And thank our Z Club girls for all the great work they have done throughout the vear, as well as induct new members and install officers into their club. It is so important that we honor, support and reward the great work of young women in our community.

Remember that we do not have a meeting in July. Six of us will be attending the 62<sup>nd</sup> Zonta International Convention in Orlando Florida from June 26 – July 2. Pam is our delegate and we will give a full report at one of our meetings this fall.



As we transition to new leadership in our club, district and international levels, let's continue to remember why this organization matters.

With the hard and rewarding work of Zontians, Zonta International has supported projects in 56 countries, provided scholarships and awards to women around the world, and has been a powerful advocate for change in our local and international communities.

As of March 2014, the Zonta International Foundation, has provided US\$26,396,852 to support programs and projects benefiting women and girls around the world. As a collective whole we will continue to accomplish much more!

## Meeting

Please join us **Wednesday**, **June 4**, **6pm** in the **Community Room of the Boone County Senior Services Building**, located at 515 Crown Pointe Drive in Lebanon.

The meal will be catered by Lisa's Catering. **Cost is \$15**. The program will begin at 6:30 with business meeting to follow.

If you need to RSVP with regrets, contact **Debbie Holloman by Monday June 2 via phone 765-894-2054 or email at <u>dholloman.quality@comcast.net</u>. Otherwise you will be obligated to pay for the meal.** 

I would like

to be known

as an *infelligent*, woman,

a courag cous woman,

a toving woman,

by being.

-Maya Angelou





### **New Officer Installation**

New officers for the 2014-2016 Biennium were installed at our May meeting. From left to right: Pam Anderson (past president), new board of director; Kay Geiser, secretary; Lisa Conard, Vice President; Suzanne Leeke, President; Ann Durkos, Treasurer. Board of Directors not pictured who will continue another term: Bev Rader; Debbie Holloman.



## FUN, FUN, FUNdraising... blah, blah, blah

Why would the word 'fun" be attached to this word? It is not fun to ask for money even if it *is* for a worthy cause.

Even though the Raffle is our biggest money maker, it is a lot of work for one person to get all of the gaming paperwork submitted each year. And even if you have a large network of friends and colleagues it can still be a little awkward.

As for me I put off the awkwardness, until I realize I am almost out of time and then write a check for all the tickets and scribble the names of my closest friends and family on the tickets. And I hope one of them wins so I can ask for reimbursement. At least for their ticket! And it kind of makes me feel like a failure, like I really haven't done my part to get the word out about Zonta.

It's hard enough to get people motivated to give

money but it's even harder to get members motivated about fundraising.

I found this article which I believe says a lot about the psyche of fundraising

http://www.futurefundraisingnow.com/future-fundraising/2013/09/is-your-fundraising-just-a-lot-of-blahblah-blah.html

"Sometimes fundraising can make you feel like the guy in that old Far Side cartoon who's scolding his dog -- and all the dog hears is "...blah blah blah Ginger blah blah..."

That's how it goes when you try to connect with the wrong part of your donors' (or volunteers') brains.

Inspiring Generosity points this out at <u>Why Reason</u> Alone Doesn't Work in Fundraising:

When you use stories and images (emotional content) to communicate, you are speaking directly to the part

of the brain that controls emotions, trust, decision-making, and action-taking. And these largely unconscious processes are the primary drivers of action (donating, volunteering, joining, clicking).

We try to reason people into giving by slamming them with all the facts that giving is an intelligent think to do. They may completely agree with you -- but you haven't made your case for the part of their minds that actually makes the decisions.

Rational fundraising is about as rewarding as hitting your head against the wall. Emotional fundraising is the way the professionals do it."

This year I want to find a fundraiser that motivates us as well as the community to participate and give. It will be a win/win as we will all feel rewarded!

Suzanne