



NEW GENERATION OF ZONTIANS HOW CAN WE GROW?

Signý Óskarsdóttir 02.09.2023

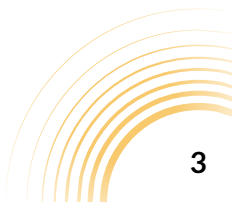
District conference Akureyri, Iceland



ZONTA CLUB BORGARFJARÐAR UGLA - OWL



Mission and Vision



Deep conversation





The ideal Zontian

The ideal Zontian is:



Proud to be a member of the Zonta community.



A radiantly imaginative visionary who is open-minded and enthusiastic.



Representing a strong voice and stands up for the cause.



One who makes a difference.



Giving, cheerful, helpful, reliable, kind- hearted, a good listener, selfless, shows empathy and is a caring friend



The super Zontian





THE IDEAL ZONTIAN



The active Zontian



Needs to feel as a part of a growing and active community.



Needs to feel that she is an important player in reaching the goals of Zonta.



Needs to see clearly the fruits of her labor. The fruits cannot get lost in bureaucratic system of delivery.



Needs to act within her club and be the change that she wants to see.



Needs Zonta International to move even further into the 21st century.



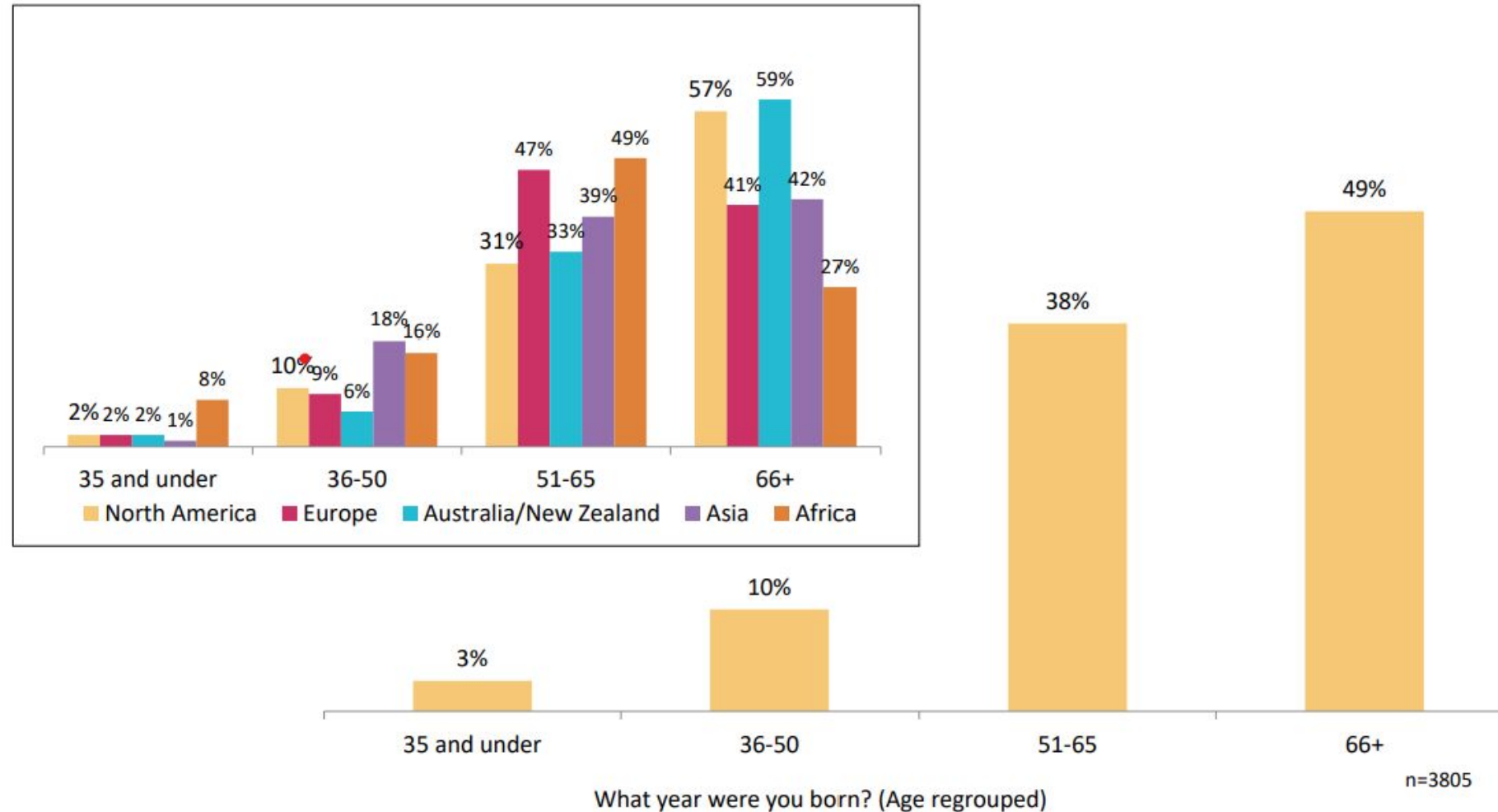
New generation of Zontians



Generations

| Generation | Born | Youngest today | Oldest today |
|--------------------------|------------------|----------------|--------------|
| The Lost Generation | 1882-1900 | 123 | 141 |
| The Greatest Generation | 1901(1919)1924 | 99 | 122 |
| The Silent Generation | 1925-1945 | 78 | 98 |
| Baby Boomer Generation | 1946-1964 | 59 | 77 |
| Generation X | 1965-1980 | 43 | 58 |
| Generation Y -Millennial | 1981-1996 | 27 | 42 |
| Generation Z / iGEn | 1997-2012 | 11 | 26 |
| Generation Alpha | 2013 (2019) 2025 | -2 | 10 |

87% of Zontians are over the age of 51. Zontians in Africa skew the youngest, at 8% under 35, vs. Asia (1%), Australia/New Zealand, Europe and North American at 2%





Silent Generation



Baby boomers



Generation X



Generation Y



Generation Z



Generation Alpha

The good news



The bad news



The nurturing club work



The Zonta communities

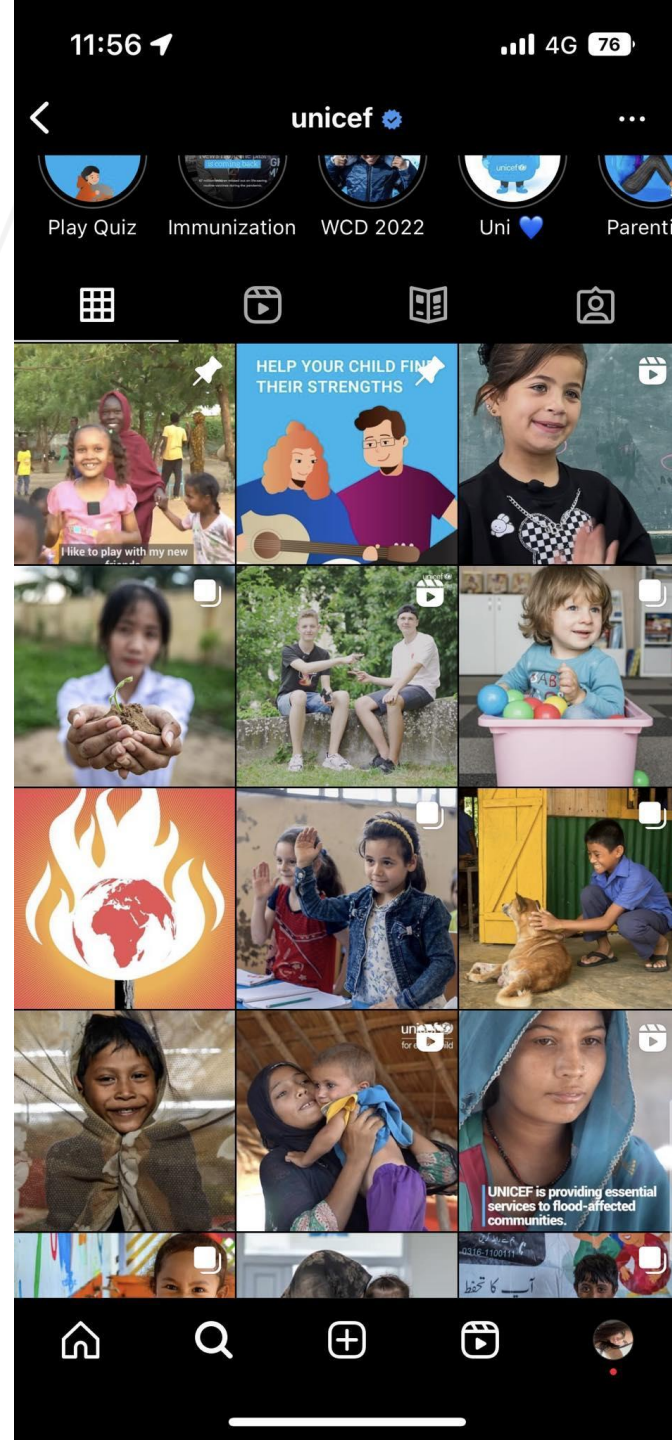
```
graph TD; subgraph Left_Community; C1[Clubs  
Club President  
Club Board] --- CC1[Club Committees]; C1 --- CM1[Club Members]; end; subgraph Right_Community; C2[Clubs  
Club President  
Club Board] --- CC2[Club Committees]; C2 --- CM2[Club Members]; end; C1 --- C2;
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The diagram illustrates the structure of Zonta communities. It features two identical organizational charts side-by-side, separated by a horizontal line. Each chart shows a hierarchy where the 'Clubs' box (containing 'Club President' and 'Club Board') is connected to 'Club Committees' and 'Club Members'. The right-hand chart is circled in red, highlighting the 'Zonta communities'.



„Reading“ Insta

1. Begin with the reel
2. Read the caption
3. Swipe for more information



How can we grow?

Ideas from a millennial and a Gen - Z

- Clear goals and communication
- Flexible membership
- Project based participation
- Zonta PodCast for fund raising

