

CHECKLIST & TIMELINE

☞ GROWING A NEW QUOTA CLUB ☞

Like growing a garden, growing a new Quota club requires a lot of attention, thoughtfulness, and patience. We recommend the following steps, which are explained in further detail on the following pages.

Step 1: Find fertile ground.

Research and find the right community.

A garden will only grow under the right conditions, in soil that will nourish it and help it grow. The same is true for Quota: it will flourish in communities where there is a need for service, a desire for fellowship, and the energy to sustain a club.

Step 2: Till the soil with service.

Hold a service project.

The Quota roots need to grow deep within a community—not just on the surface. By providing a service program that addresses local needs, you will show a deep commitment to the community and reach across a variety of age and interest groups to diversify and deepen the interest in Quota necessary to sustain a successful club.

Step 3: Plant the seed.

Follow up, network and recruit.

Service is a Quota hallmark that will gain local support and publicity. Capitalize on it! When planning your service project, be sure to include a plan for publicity. Follow up on your project by contacting the people who were involved and offering them more opportunities to learn what Quota is all about.

Step 4: Provide sun and water.

Provide Quota International new club materials, support, and guidance.

To grow, a plant needs plenty of sun and water. Your new Quota club also needs these building blocks! After your first service project, provide them with the tools and resources they will need to grow: guidelines for governance, meetings, gaining publicity, and service and fund-raising. Attend the club's meetings, and maintain regular contact with club leaders and members.

Step 5: Monitor carefully.

Maintain contact with new club.

If a plant is wilting, you won't just watch it—you'll give it more water, or take it out of the sun. The same is true for new Quota clubs: once you identify symptoms like declining membership, interest, or energy, address them right away! Provide additional support, conversations, and advice, and collaborate on projects so new club members can feel your club's energy!

Step 6: Celebrate the harvest!

Charter party and other celebrations.

You would celebrate a regular garden with a bouquet of flowers or a feast—do the same in your Quota garden! Recognize outstanding achievements and celebrate successful service together. You'll build a sense of Quota pride, and deepen your connections to the new Quota club.

For more details and helpful hints on these steps, please read the following pages.

Step 1: Find fertile ground.

Identify the right community.

A garden will only grow under the right conditions, in soil that will nourish it and help it grow. The same is true for Quota: it will flourish in communities where there is a need for service, a desire for fellowship, and the energy to sustain a club.

❖ Characteristics of “Fertile” Communities:

- Accessibility to organizer—within an hour’s drive. This makes communicating with and monitoring the club more feasible, and you’ll have some familiarity with the community.
- Existing relationships between your club’s members and residents, organizations, and businesses in the new community.
- A population (or populations) that would benefit from community service. This might include the deaf and hard-of-hearing, disadvantaged women and children, senior citizens, people with disabilities, etc.
- Residents who are interested in giving back to their community.
- It’s okay—and sometimes beneficial—to consider communities that have existing service organizations!

❖ Tips on Finding “Fertile” Communities:

- Draw a circle around your club’s location and investigate communities within an hour’s driving distance.
- Spread the word within your local network. Quotarians, friends, colleagues, relatives, and other contacts might know people in the local area who would be interested in joining a service club.
- Research demographic information. Look at a map; find housing and employment statistics; identify local colleges and universities; determine what businesses and non-profit organizations operate in the area. Read area newspapers and calendars to get a sense of issues and interests in the area.
- Contact Chambers of Commerce in areas of interest. They will give you information about service organizations and local businesses, organizations, and people who might be interested.
****Tip: When you contact the Chamber of Commerce, let them know that their community is being considered. Tell them that Quota International provides valuable services and gives back to communities financially—more than 1.3 million dollars annually. Send a Quotarian magazine and/or other information with your letter, as well as our websites (www.quota.org and www.wesbarefoundation.org). ()*
- Consider other service organizations and the niches they fill. What time and where do these organizations meet? How successful are these clubs? Is their membership limited (i.e. men only, seniors only, businesspeople only)? How much does membership in these clubs cost?

❖ Make it a Team Effort. Get help from other Quotarians to share their knowledge, research local communities, gather information, make phone calls, write letters, go to organizational meetings, and help locate contacts.

❖ Compile contact information as you go. Keep a running list of potential members’ names, addresses, phone numbers, email addresses, and business and organizational affiliations. You’ll need it later!

Step 2: Till the soil with service.

Plan a service project.

The Quota roots need to grow deep within a community—not just on the surface. By providing a service program that addresses local needs, you will show a deep commitment to the community and reach across a variety of age and interest groups to diversify and deepen the interest in Quota necessary to sustain a successful club.

❖ Identify a project.

- Determine the service needs of the community. Assess the demographic and other information that you've collected to determine what communities are being served sufficiently and which need some more attention.
- Use the calendar to your advantage. National Hearing Month is a good opportunity to run a hearing-related service project; Breast Cancer Awareness Week is ideal for a walk to raise money for breast cancer, etc. Also consider the community's calendar. For example, if it's a university community, holding an event early in September, when school has just begun, might not make sense.
- Connect with local community-based organizations. Many are under-resourced and can easily identify the unmet needs to their target populations and the community. If it makes sense, consider planning a service project in partnership with an organization (i.e. local women's shelter), as their knowledge of the area will help target your energy and enthusiasm so that it pays off!
- Refer to The We Share Foundation's website for ideas for other successful service projects.

❖ Make connections.

- Now is the time to start strategically working through the contact list that you've compiled. Contact people you've already connected with to get feedback and suggestions on your service plan. Their knowledge of the community will help you cater the project and its publicity to maximize its reach.
- Reach out to local businesses and corporations. Many businesses encourage their employees to do community service—and sometimes encourage their entire staff to do a project together. Strategically invite businesses to involve their employees.

❖ Coordinate your project.

- First impressions count! It's important that you plan carefully and well ahead of time to ensure that your service project goes smoothly and is well-attended. Develop a work plan that includes a timeline for:
 - Publicizing Quota at the event
 - Securing space, food, and supplies
 - Recruiting attendees
 - Publicizing Quota during the service project
 - Providing quality service to those targeted by the project.
- Be prepared to shine! You're not only sharing an important service with a community in need, but you're also representing Quota. Wear Quota t-shirts, jewelry, or other items, and be ready to talk about Quota to anyone who's interested.
- Use your experience. As a member of an existing club, you have participated in and pulled off many successful projects already!

Step 3: Plant the seed.

Follow up, network and recruit.

Service is a Quota hallmark that will gain local support and publicity. Capitalize on it! When planning your service project, be sure to include a plan for publicity. Follow up on your project by contacting the people who were involved and offering them more opportunities to learn what Quota is all about.

❖ Publicize your service project.

- Send press releases and photographs to local newspapers.
- Using the mailing list you've compiled, send flyers, letters, and emails to recruits.
- Send flyers or publicity blurbs to local churches, community centers, and multi-service organizations (i.e. The United Way).
- Send information to target communities. For example, if you're running a pediatric hearing screening clinic, send flyers and information to local doctors and elementary schools.
- Visit www.quota.org and www.wesharefoundation.org for more publicity tips.

❖ Publicize Quota before and during your service project.

- Include a brochure, letter, or brief blurb describing Quota in your publicity materials.
- Use the Quota logo and colors on publicity materials and at your event! Once you've returned your new club contract, we can furnish copies of Quota's official logos. Put the logo on flyers and materials you hand out, hang a Quota banner where it will be visible, have members wear Quota pins.
- Bring information about Quota to the event and display it prominently. This might include international materials (*Quotarian*, membership brochures, etc.) or local club materials (club scrapbook, flyers and pictures from past events, etc.).
- Be prepared to explain Quota. All New Club Gardeners and their gardening teams should feel comfortable explaining what Quota's all about to anyone who asks. Prepare an "elevator speech" (a 15-second description of Quota) for people to use when they introduce our organization. Provide representatives with talking points about and benefits of membership in Quota.
- Find additional publicity resources at www.quota.org and www.wesharefoundation.org.

❖ Follow up while the project's still fresh in the community's mind.

- Ask everyone who attends the service project to sign in with their name, address, email, phone number, and any other relevant information so you can follow up with them afterward.
- Send thank you notes! Thank all of the people who helped make the event possible (fellow Quotarians, local vendors, residents, etc.). Use email, postal mail, or the phone to follow up with all your guests, thanking them for attending, and providing some more information about Quota. This might include pictures from or an article about the event, too. It will bring back warm memories of the day, and they'll appreciate your being so thorough and thoughtful.
- Plan and invite recruits to a second, informal meeting (a dinner, tea, or coffee break) for recruits to get a better sense of what Quota's all about.

Step 4: Provide sun and water.

Provide Quota International new club materials, support, and guidance.

To grow, a plant needs plenty of sun and water. Your new Quota club also needs these building blocks! After your first service project, provide them with the tools and resources they will need to grow: guidelines for governance, meetings, gaining publicity, and service and fund-raising. Attend the club's meetings, and maintain regular contact with club leaders and members.

❖ Connect people with one another.

- It's crucial that recruits begin to feel connected to one another. At your follow-up event, people can get to know one another. Include an icebreaker or two and opportunities for people to participate in dynamic conversations with another.
- Share the contact information list (with people's permission). This will allow them to begin connecting with one another outside of the structured activities you provide.

❖ Connect people with Quota

- At your follow-up recruiting event, provide an overview of Quota International, its governance structure, and its contributions to local and global communities. You might find it helpful to use one of the Power Point presentations available from the Quota International office.
- Use email to send recruits links to www.wesharefoundation.org and www.quota.org. Share the We Share Foundation's e-zines and Quota's Quick updates with them so they can get a sense of Quota at an international level.

❖ Identify leadership.

- Once people are interested in and excited about Quota, it's important to give them some ownership in this process, as the club will be more successful if it's able to stand on its own two feet.
- At your follow-up recruiting event, request that people indicate whether they are interested in taking a leadership role in growing a new Quota club.
- Not all great leaders volunteer themselves! If you notice that someone has the characteristics of a good leader (strong communication skills, community connections, etc.), approach them. Encourage them to step forward, and invite them to perform tasks to begin the process.

❖ Share resources.

- You have a lot of resources at your fingertips! This includes your own time, experience, and fellow Quotarians! You should not only spend time talking with and supporting the recruits in building a club, but also connect them with other Quotarians in your club and district.
- Provide a list of resources available through the Quota International office, including leadership and other manuals, as well as an overview of the resources available online at www.wesharefoundation.org and www.quota.org.

❖ Create a calendar/workplan. Work with recruits to develop a short-term plan for recruiting more charter members (if necessary) and applying for charter, as well as a long-term calendar including meetings, potential service projects, and district, area, and international events to provide structure for the first year.

Step 5: Monitor carefully.

Maintain contact with new club.

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❖ Check in regularly.

- Stay in close contact with the new club's leaders. Call, e-mail, or get together when possible to provide assistance and answer questions.
- Refer frequently to the copy of the new club's work plan. Check with club leadership before major deadlines to see if they are prepared to achieve goals and if they need any assistance. Touch base afterwards to find out event outcomes.
- Attend additional events. Take a backseat role as new leaders emerge—your goal is for the club to become strong enough to stand on its own. However, be sure that all members know you are there and available for help of any kind, whether it's providing an introduction to Quota, helping to register new members, or assist in preparation and clean-up for events.

❖ Provide guidance when you can.

- Respond to the new club's questions and concerns as quickly as possible. Make sure that members have your contact information, and when they reach out to you, be sure to get back to them within 48 hours. Even if you don't have an answer to their question, acknowledge that you've received their request and are looking into it.
- Offer unsolicited advice only when necessary! Be careful not to be overbearing and remember that every club works differently—the new club needs to learn to operate independently. However, share advice when it can have a big impact in reaching out to more people, improving an event, or exploring new venues for publicity and recruitment.
- Acknowledge their successes! Feedback should be both good and constructive. A club needs to know what it's doing well so that it can repeat and capitalize on its skills, experience, and resources.
- You can always turn to Quota International staff and leadership for additional resources or assistance! We're just a phone call or e-mail away.

❖ Ensure balance and sustainability.

- Make sure the club is achieving membership and administrative goals. Once they have identified 20 members, help them collect dues, complete new member forms, and develop their own bylaws. (Sample club bylaws will be furnished to you after receipt of your signed contract.)
- Help the club identify and plan both service and fund-raising and projects. Share your experiences and refer them to the many resources on the Quota International and We Share Foundation websites where they can get more suggestions and read about other clubs' successes.
- Make time for fellowship. Amid making plans and achieving goals, it's easy to forget about making connections between new members, but this is an important investment. Make sure that meetings include time for get-to-know-you ice breakers, informal mingling, and teamwork between members who might not know one another.

Step 6: Celebrate the harvest!

Charter party and other celebrations.

You would celebrate a regular garden with a bouquet of flowers or a feast—do the same in your Quota garden! Recognize outstanding achievements and celebrate successful service together. You'll build a sense of Quota pride, and deepen your connections to the new Quota club.

❖ Have a charter party.

- Work with Quota International staff to connect with an international representative. This representative will officially charter the club and conduct a new club orientation to give the new club a sense of its international network.
- Install officers. This is the perfect time to officially hand over leadership and responsibilities involved with administering the club's activities to its own members.
- Make it meaningful. Work with new club leadership to plan a program for the night that includes making a commitment to Quota, opportunities for new members to express excitement and gratitude, and participate in an activity or bring home a token that will make the night special.
- Take pictures! This is a moment the new club will want to capture in its memory and refer back to over and over again.

❖ Express gratitude.

- Be sure to acknowledge every member who helped bring the club up to charter strength! Send a thank you or welcome note with your contact information.
- Share a special thanks with those who went above and beyond to grow this new club. This includes not only new officers, but also committed members who have exerted additional energy to get the club off the ground.

❖ Be patient and thorough.

- Your role in the new club's life does not end with its charter! The club will meet a lot of challenges in its first two years—and achieve a lot of success. Be sure to stay in close contact with the club (attend meetings and talk to leaders regularly) and celebrate what they are doing well, but also be prepared to offer support in troubleshooting and problem-solving.
- Recognize the club's anniversary! Send a card, attend their anniversary meeting, or help plan a party.