**Club Success Guide**

*Encouraging Presidents & Strengthening Your Club*

*2020 Edition*

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**How to Use This Guide**

**One motivated member can make a difference in a club’s success. And that person is you!**  Welcome to Quota’s Club Success Guide – a tool filled with proven club development and leadership strategies that work. How can this guide help individual members who want to make a difference? Clubs that want to revitalize their membership? Club presidents who want to leave a legacy of encouragement? Read on:

***Turn your club into a team!***

The single most important ingredient of a successful club is ENCOURAGEMENT and Chapter 1, *Encouraging Leadership: Tips for Club Presidents*, will get you started. Learn the nine rules of encouragement – ways that every Quota member (not just leaders!) can make a difference (page 4). Then, give our easy-to-use encouragement techniques a try in your club. They really do work. See page 5 for details.

***Is it time for a “Tune Up”?***

Even thriving clubs can use a “tune up” from time to time. Read the story of one club that revitalized its membership and recruited new members simply by using encouragement techniques. Find the story on page 6. Club presidents, why not share this story with your fellow club officers and create a plan of action!

***Revitalize Your Club***

Does your club need more than a tune up? We’ve got the solution: Three Steps to Membership Success (which begins on page 7). Use one, two, or all three steps to strengthen your club’s membership. If you want to recharge, revitalize, or rebuild your club, all three steps are recommended. Conduct these steps slowly throughout the year or use them as your plan for a club retreat!

* **Step 1: Make Your Quota Heart Beat!**

Techniques to increase member satisfaction in your club: Find out why members join and stay in Quota; create a member survey. If you want to encourage more participation in your club, this chapter is for you! Pages 8 -9.

* **Step 2: Know Thy Club, Grow thy Club**

Learn more about your club’s operating and service personalities through two fun-to-use club discussion programs. Use this information in planning club activities and recruitment events AND help your club operate more effectively. Create your club’s service mission, too. Pages 10 - 16.

* **Step 3: Formula for Recruitment Success**

The secret to successful recruitment begins with one satisfied Quota member—perhaps you—inviting someone you like to join; someone who seeks the unique combination of fellowship and service your club offers. Step 3 will help you plan your next recruitment function. Read helpful hints on planning a meaningful initiation ceremony. Learn steps for encouraging lifelong membership from the start that not only involves all club members, but strengthens every member’s affiliation—old and new! Pages 17 – 22.

***Solve Those Sticky Situations***

We have answers for those difficult situations that crop up from time to time in every club: how to deal with members who are having a personal conflict; what to do when several members do all the work; what to do if your club is thinking of dissolving; and more. If you are a club president, don’t miss reading our answers to commonly asked Quota questions (page 23).

***Where To Go For More***

There is a wealth of information and resources available on [www.quota.org](http://www.quota.org) to help strengthen your club. Membership Resources for Your Club (Chapter 5, page 25) tells you a few of the documents available relative to club membership!

***Clubs Helping Clubs!*** *Special thanks go to Quota of Baton Rouge, Louisiana; Quota of Beenleigh, Queensland; and Quota of Port Huron, Michigan, for sharing their recruitment and retention successes. We are delighted to include their wonderful examples in this Club Success Guide. Thanks also go to Crissty Norman (Quota of Beenleigh) for sharing her heartwarming story, Being a New Member of Quota (page 19).*

**I. Encouraging Leadership: Tips for Club Presidents**

The single most important ingredient of a successful club, the most powerful tool that WILL turn your club into a team is ENCOURAGEMENT. Nothing you do as a club leader is more important than sharing your positive attitude, your personal connection, and your caring with another member, one-on-one.

When we look for the best in people, we – more often than not – get their best. When people feel they don’t count and their contribution is insignificant, they frequently become discouraged, unmotivated, and passive. In fact, nothing is more destructive to a club’s culture, cohesiveness, or longevity than negativity. This is true in Quota, in your personal life, and at work.

Encouragement is the key ingredient in any effective relationship, personal or professional, and perhaps the most vital force behind moving Quota forward in the coming century. Here are nine ways every Quota member—not just leaders—CAN make a difference. We suggest sharing these rules with the members of your club at your next meeting and taking some time to discuss them.

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| ***Rules of Encouragement***   * Help each other be right – not wrong. * Look for new ways to make new ideas work – not for reasons they won’t. * If in doubt, check it out. Don’t make negative assumptions about each other. * Help each other win and take pride in each other’s victories. * Speak positively about each other and about your club at every opportunity. * Maintain a positive mental attitude no matter what the circumstances. * Act with initiative and courage. * Do everything with enthusiasm – it’s contagious. * Share the glory; to get credit – give it away. |

**Tried and True Encouragement Techniques for Club Presidents**

***Tip 1: Encourage and Support***

Remember to look for the positive in every situation and to get to know your members. Understanding what motivates the members of your club will help you customize club events, which will help increase participation and help members enjoy their Quota experience. Consider creating a survey! See pages 8-9 for details.

***Tip 2: Learn Your Club’s Personality***

Clubs, like members, possess unique personalities. The combination of fellowship, service, and professional development opportunities determines this personality; understanding it will help recruitment, retention, and service efforts. See pages 10-12 for details.

***Tip 3: Be True to Yourself***

Reflect on your talents, interests, personality, and skills, and define the leadership role that works best for you. Your comfort level in leadership will directly impact your effectiveness.

***Tip 4: Celebrate Accomplishments***

Celebrate and thank your members for each success and accomplishment. This not only sets a positive tone, but also minimizes differences and reduces conflicts. Celebrations create a feeling of family that bonds members together and can deepen personal commitment. Besides the fun, they remind members of the key values of the club.

***Tip 5: Connect New Members***

Recruitment is important to every club, but retention is the key to stability. One path to success is the Partners Program (created and tested by Quota of Baton Rouge, Louisiana) presented in Step 3 (which begins on page 17).

***Tip 6: Give Thanks***

Words are powerful, especially these two: *Thank You*. In fact, a simple handwritten thank-you note is one of the best ways to connect and build a relationship with someone—whether on a business or personal level. While e-mail offers the freedom to write quickly and informally, a handwritten note connotes time and attention extended to the other person. As president, your acknowledgment sends a powerful message. Expressing gratitude personally has a magical way of returning positive benefits to you and your club.

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| *Can Leaders as Listeners encouragement techniques strengthen your club? The answer is “YES” according to members of Quota of Port Huron, Michigan, U.S.A. Working as a team, Port Huron members strengthened their club, one member at a time, using heavy doses of encouragement, personal connection, and caring. Turn the page and read their heartwarming success story…in their own words. Although written in 1998, the story and its lessons remain timeless.* |

**The Power of Encouragement: One Club’s Story**

Quota of Port Huron has implemented the Leaders as Listeners encouragement philosophy. This has enabled our club to move ahead by encouraging, celebrating, and supporting our membership.

Our club was chartered in 1952, and we were a very successful club for many years. We were very accustomed to having every project we undertook raise a lot of money, and bring a lot of community recognition as well as satisfaction for our members. We couldn’t do anything wrong, or so it seemed.

About four years ago, we hit the first “bump in the road.” We understand that every club goes through a cycle; we had just not ever personally experienced this before. The encouragement philosophy came along at a time when we were struggling to understand what was happening to our club.

We found that by implementing this philosophy in every area of contact with our members our morale has improved, members are motivated to become active again, we have improved our fund-raisers immensely, and we have changed the environment and personality of our club.

We began by asking more questions of our members, and listening to what they had to say. We began implementing ideas that members suggested and believed were important. We realized it was time to make some much needed changes.

At our meetings, we began to recognize members for their individual contributions to our club. We reinstated the calling tree to notify each member of any illness, death in the family or any emergency that a member may be experiencing.

We are recognizing members with five or more years of service to Quota with a special plaque at our installation ceremony. We are recognizing each member’s birthday with a card.

Overall, we are implementing the idea from Leaders as Listeners to make each member aware of how important they are to our club and that it takes each one of us to make our club successful. As club president, I am trying very hard to get to know each one of our members. I realize the importance of making each member feel important and needed. The more I listen to each of them, the better our club is becoming.

The encouragement philosophy is something we knew, but somehow over the years we began to take each other and our successes for granted and stopped taking care of each other. Our relationships with our sister Quotarians are just as important as any relationship we have in life, and we realize we need to cultivate this relationship just like any other if we want our club to be what our Collect stands for.

Our club is beginning to look and feel like the club we always knew we could be. The Leaders as Listeners philosophy reminded us of how important it is to take care of each other. With the Leaders as Listeners philosophy in place, our endeavors to be the best are beginning to be a reality once again. Membership is growing and we are retaining our current members. Our fund-raisers are beginning to reach the success of previous years. The community is becoming more aware of what we stand for, and we are able to provide service to those in need. Each member feels needed, recognized and an important part of our club’s success

We believe our club development success is an excellent example for other Quota clubs as we have incorporated a philosophy that each club already has the information about, and by implementing the Leaders as Listeners philosophy, each club has the opportunity for improvement.

If the answer is no, then pinpoint and correct your problem areas before moving into a more comprehensive publicity strategy. The following quiz should make evident where to make adjustments in the way you present Quota to the media.

**II. Three Steps to Membership Success**

This chapter will help you strengthen your club. It contains proven strategies that work. Some were learned through the operation of Quota’s Leaders as Listeners Program which started in 1995. Others were learned from clubs which created and shared them through Quota International’s past Excellence Award program.

***Step 1: Make Your Quota Heart Beat!***

Techniques to increase member satisfaction in your club: Find out why members join and stay in Quota. Create a member survey. You CAN encourage increased participation in your club. Pages 8-9.

***Step 2: Know Thy Club, Grow thy Club***

Learn more about your club’s operating and service personalities through two fun-to-use programs. Use this information in planning club activities and recruitment events AND help your club operate more effectively. Create your club’s service mission, too. Pages 10 - 16.

***Step 3: Formula for Recruitment Success***

The secret to successful recruitment begins with one satisfied Quota member—perhaps you—inviting someone you like to join, someone who seeks the unique combination of fellowship and service your club offers. Step 3 will help you plan your next recruitment function. Read helpful hints on planning a meaningful initiation ceremony. Learn steps for encouraging lifelong membership from the start that not only involves all club members, but strengthens every member’s affiliation – old and new. Pages 17 - 22.

***What area of your club do you want to improve?***

Even thriving clubs can use a “tune-up” from time to time. Conduct activities throughout the year at meetings or plan a club retreat. Use one, two, or all three steps to strengthen your club’s membership. If you want to recharge, revitalize, or rebuild your club, all three steps are recommended. Be sure to discuss your plan with your club and invite a team of members to assist you.

* For answers to common Quota Questions, see page 23.
* For more information on other membership and leadership resources, see page 25.

**Step 1: Make Your Quota Heart Beat!**

Club presidents, our plan for strengthening your club doesn’t begin with recruiting new members. Your club’s membership journey begins with understanding what makes Quota special to you and your club members.

Quota is a personal experience and every member enjoys it in their own way. One of the most wonderful legacies you can share with your club is helping your members increase their membership satisfaction. Here are two activities that club presidents can use to get started. Use these at your next club retreat or meeting!

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| ***Activity 1: Why Do Members Join? Why Do They Stay?***  At a club meeting or retreat, ask your members to discuss the following questions:   * While members join and remain club members for very different reasons, there is usually one reason that is most important. Why did you join Quota?   + Personal Connectors genuinely enjoy each other’s company.   + Service Advocates share the club’s service goals, and they enjoy serving their community with fellow members.   + Lifelong Learners value the personal and professional growth opportunities membership offers. * Why do you remain affiliated? * How has Quota changed your life? * What makes Quota special for you? * How do you like to participate?   ***GREAT IDEA!*** *The responses members give to these questions will make wonderful stories to*  *share with recruits at your next recruitment function. Why not share the story which begins on*  *page 19 (“On Being a New Member of Quota”) with your members as a heartwarming example.* |

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| ***Activity 2: Create a Member Survey***  Members differ in the way in which they want to participate in their club, the type of “service” they enjoy, their personal interests and skills, how much time they have available, and their leadership development desires. Understanding how members want to participate in their club is a first step in encouraging lifelong affiliation.    Create a membership survey that you can use in your own club! It’s a wonderful tool for learning what is working well, what can be improved, and how to help every club member feel special. Consider inviting a group of club members to join you in developing it.    ***Step 1:*** Brainstorm questions and be creative! Think about what you want to learn from individual members.   * How members like current fellowship, service, and leadership development activities? * How would they improve or change them? * Are they a lifelong learner, a service advocate, or a personal connector? * Do they like the timing and location of meetings? * Do they want to develop new personal, leadership, or service skills? * What do they like best about their club experience? * What would they improve, change, or add? * What time constraints do they have now?   ***Step 2:*** Develop your survey from all of the ideas presented. You can give every member a copy of the survey in printed form, or if your club is small, seek member answers to these questions in person or in a telephone call.    ***Step 3:*** Important! Be sure to report back to your club on what you have learned from the surveys and how you plan to use this information to help the club.  ***Step 4:***  Take action! Quota is a personal experience and every member enjoys it in a different way. Members join and remain club members for very different reasons. What do you do with survey information once you have it?    Understanding what motivates individual members of your club will help you “customize” programs, meetings, fellowship opportunities, fund-raising, and service projects for all members. It also helps you find out how individual members WANT to participate. Remember, members may WANT to participate in changes from time to time too!  ***HELP!*** *Is it okay if several members do a whole lot of the club’s work? For Quota’s answer, see page 23!* |

**Step 2: Know Thy Club, Grow Thy Club**

For years, Quota’s leaders tried to find the perfect model to guide the behavior and operation of all clubs. But they couldn’t! Why? Because different clubs in Quota have different personalities. Your club operates, conducts service, and celebrates in different ways than other clubs, and that is the beauty of Quota – members make the clubs exactly what their community needs it to be.

Understanding more about your club’s personality will help you to operate more effectively and recruit members who are a good match for your club. This chapter offers activities that will help you get started!

***DEFINE Your Club’s Personality***

Understanding what values are most important to your club and the type of members who would feel welcome offers tremendous opportunities in recruiting individuals who will remain within your Quota family for years to come. Through the Leaders as Listeners program, we have learned that most clubs fit one—or a combination—of these three types. All three are equally important and equally valued by Quota:

* **Service Clubs** define their culture and operations through their service work. Members are dedicated to Quota’s service goals, and they are united in their desire to make a difference. Quota offers them the opportunity to enhance their individual impact, an experience they find rewarding, and they enjoy carrying out club service projects together. Service clubs seek members who want to work! Performing service is a higher priority for most club members than personal/professional development, club administration, or socializing.
* **Personal Connection Clubs** define their culture and operations through their social activities and personal relationships. Members value their friendships with their fellow members—and they do have fun! They genuinely enjoy each other’s company. Meetings and programs are enjoyable and fun. Members are happy to write a check or plan fund-raisers to finance service work (rather than working on service projects). Members join these clubs seeking personal connections to (and support from) other members. They want their Quota affiliation to help make the world “a smaller place.” Interpersonal relationships are a higher priority for most members than club administration or service.
* **Professional Development Clubs** define their culture and operations through the use or development of their professional skills, contacts, and interests. Members value Quota’s time-honored traditions, operations, and standards. Members who join these clubs appreciate the opportunity to develop and practice new leadership and professional skills, mentoring others who are developing such skills, and/or the ability to network with other professionals who share their skills, experiences, and successes. They appreciate the opportunity to travel through Quota’s leadership ladder. Professional growth, club operating success, and club administration are higher priorities for most club members than performing service or socializing.

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| ***Activity 1: Define Your Club’s Personality***  Learn more about your club’s shared values by conducting this enjoyable discussion program. Please allow 30 – 45 minutes. Conduct this discussion program at a club meeting or retreat. If your club is large, you can ask members to discuss their responses to Tasks 1 and 3 in small groups. Before starting, please do the following:   * Obtain a flip chart and markers or black board and chalk. If you use a flip chart, please have masking tape handy to post flip chart sheets. * Photocopy the three club models and distribute so every club member can have a copy. * Write the following words on a flip chart or photocopy this list and give to each club member:   Fun!!! Hardworking Serious Supportive  Meaningful Caring Businesslike Friendly  Protocol Loyal Professional Organized  Traditional Enthusiastic Mentors Others Dedicated  Punctual Structured Disorganized Networking  Informal Energetic Strict Responsible  Diligent Achieving Formal Entertaining  Informative Builds Skills Efficient Inspiring  ***Task 1: Describe Meetings, Members, Culture and Atmosphere***     1. Ask club members to discuss the following question: If you were describing your club to an individual attending a club membership recruitment function, what words or short phrases would best describe your club’s members? Please use words from this list or create your own! (Write audience responses on a flip chart or black board.)      1. Ask club members to agree on the three words that BEST describe your club’s members. Write on a flip chart.      1. Ask club members to discuss the following question: If you were describing your club to an individual attending a club membership recruitment function, what words or short phrases would best describe your club’s meetings? (Write on a flip chart or blackboard.) 2. Ask club members to agree on the three words that BEST describe your club’s members. Please use words from this list or create your own! Write on a flip chart. 3. Ask club members to discuss the following question: If you were describing your club to an individual attending a club membership recruitment function, what words or short phrases would best describe your club’s culture or atmosphere? (Write on a flip chart or black board.) 4. Ask club members to agree on the three words that BEST describe your club’s culture or atmosphere. Use words from this list or create your own! Write on a flip chart. 5. Summarize and review the three words selected to describe your club’s members, meetings, and culture/atmosphere: (write on flip chart using this format)    1. our club’s members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_    2. our club’s meetings: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_    3. our club’s culture: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_   ***Task 2: Determine Your Club’s Personality***     1. Ask club members to read the three models described on the handout. 2. Large Group Discussion. While some characteristics in each of the three models may seem familiar, discuss which model describes this club the most. Give reasons why? Do any members think this club is the combination of two types of clubs? 3. Vote: Please take a vote and record the number of members who selected each model (via raising hands or ballot). Record votes on the flip chart using this format:    1. Service Club Model \_\_\_\_\_    2. Personal Connection Club \_\_\_\_\_    3. Professional Development Club \_\_\_\_\_    4. Combination of more than one type / Please specify: \_\_\_\_       1. Service and Personal Connection Club \_\_\_\_\_       2. Service and Professional Development Club \_\_\_\_\_       3. Personal Connection and Professional Development Club \_\_\_\_   ***Task 3: Talk It Over***  If your club is large, you can ask members to discuss these issues in small groups. Have a recorder write down their thoughts and submit them to the club president.     1. If there are discrepancies in how members view the personality of your club, ask them to talk it over. What suggestions do members have for helping your club grow and flourish? 2. Ask members to brainstorm how to use club personality information to improve recruitment of new members. What type of member would feel comfortable in this club? 3. Ask members to brainstorm how to use club personality information to improve club operations, programs, activities, and events. |

***ASSESS Your Club’s Service***

How can service help your club? Local service is the fast track to helping new members feel a part of your club’s family, and it is a sustainer of a vital, energetic club. A good service project can help rejuvenate a club that is rebuilding, too. Are you interested in a new approach toward recruiting new members? Launch a new service program and think about how to use it (and the fundraising events that make the service possible) to attract new members. Here’s how your club can get started:

* **Step 1:**  Determine your club’s service personality. Learn how members enjoy conducting service and compare that to the club’s current service opportunities. Activity 2 (begins page 14) will get you started. After your club program is over, decide whether your club would benefit from defining its service mission, too (Activity 3, page 16).
* **Step 2:**  Plan projects that members will enjoy. Want new ideas? In addition to reading archived issues of The Quotarian magazine and World Service e-Zine articles, found on the History & Archives page of [www.quota.org](http://www.quota.org), try reaching out to other Quota clubs around the world via the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/) (which will be continued after the official dissolution of Quota International, thanks to the generosity of Quotarian volunteers).
* **Step 3:** Promote your service project success. Quota’s “Publicity Pointers” kit is filled with helpful ideas and information. You can find this document in the Club Leader Resources section of [www.quota.org](http://www.quota.org) . Articles in the media create credibility for your club and project. Additionally, connect with Quotarians internationally via the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/); network, share ideas, or just cheer each other on.

***Three Types of Quota Service***

Through the Leaders as Listeners program we learned that most clubs within Quota’s international network like to conduct service in one (or a combination) of three, equally meaningful and valuable ways.

* In **Hands-on Service**, club members volunteer their time and talents to assist those in need. Hands-on service bonds club members primarily through the act of planning and providing assistance to people in need. Members who enjoy hands-on service appreciate direct contact with and service impact on the individuals being helped. Members find it meaningful to volunteer their time and labor to help those in need, and they are willing to make the time available to do so. Quota examples:

* + Hosting a Halloween party for disadvantaged children.
  + “Adopting” and assisting a disadvantaged family.
  + Sponsoring and organizing a day-long workshop on increasing life skills of teenage mothers.
* In **Partnership Service**, club members volunteer their time and talents to assist charitable, nonprofit, or community organizations in need. Partnership service bonds club members primarily through the act of planning and providing assistance to charitable organizations that help others. Members who enjoy partnership service find it meaningful to support the charitable needs of the partnering organization, and they are willing to make time available to do so. They want to achieve greater service impact and/or prestige in their community. They enjoy the fellowship that emerges from participating and they appreciate direct contact with the partnering organization. Quota examples:
  + Building a Habitat for Humanity home for a single mother.
  + Organizing and coordinating the redecoration at a shelter for abused women and children.
  + Participating in an organization’s community project (i.e., Red Cross, Ronald McDonald House, Salvation Army, Children’s Hospital)
* In **Grants and Gifts Service**, club members donate funds (grants, scholarships, or fellowships) or gifts (food, supplies, or equipment) to assist individuals, charitable organizations, or community agencies in need. Grants and gifts service bonds club members primarily through (1) mutual appreciation of helping individuals or organizations in need in a meaningful way and (2) the organization and enjoyment of events that raise funds for the club’s grants and gifts service donations. Members who enjoy grants and gifts service may have limited time to participate in hands-on or partnership service or they may not be interested in doing so. Quota examples:

* + Providing hearing aids to people who cannot afford them.
  + Giving Christmas parcels to farm families suffering through a continuing drought.
  + Donating funds to: deaf students (scholarships), to send a gifted student with hearing loss to an honors science camp; to local fire brigades to purchase equipment; to Quota’s Hand-in-Hand World Service Program; to furnish a respite house for handicapped people.

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| ***Activity 2: Define Your Club’s Service Personality***  The first step in using club service to strengthen your club’s membership is understanding the different ways each member in your club enjoys participating in service. Please allow 30 – 45 minutes for this discussion program. Before starting, please do the following:   * Obtain a flip chart and markers or black board and chalk. If you use a flip chart, please have masking tape handy to post flip chart sheets. * Photocopy the three service models and distribute to every club member.   ***Task 1: Talk It Over***  Please give every member a copy of the three service models to read. If your club is large, you can ask members to discuss these issues in small groups.     1. Discussion: Share your favorite, most meaningful or most memorable service experience. What factors made this experience so special? How did you benefit from this experience? How did your club benefit from this experience?      1. Read the three service models. Discuss the similarities and differences between the three service personality types described in the handout. Are there any other “personality” types not included?     ***Task 2: Vote!***    Using a show of hands, please vote for the service personality (or personalities) that most closely matches the type of service you believe your club **CURRENTLY** offers. (Please record votes on a flip chart using this format):   * Hands-on Service\_\_\_ * Partnership Service \_\_\_ * Grants & Gifts Service \_\_\_ * Combination – Partnership and Grants & Gifts Service \_\_\_ * Combination – Hands On and Partnership Service \_\_\_ * Combination – Hands On and Grants & Gifts Service \_\_\_ * Combination – All Three Types of Service \_\_\_   ***Task 3: Vote Again!***    Using a show of hands, please vote for the service personality (or personalities) that most closely matches the type of service **YOU WOULD LIKE TO DO** in the future. *Please do not be concerned with your club’s current service projects. It can be the same as your current service or it can be different. (Please record votes on a flip chart using this format)*:   * Hands-on Service\_\_\_ * Partnership Service \_\_\_ * Grants & Gifts Service \_\_\_ * Combination – Partnership and Grants & Gifts Service \_\_\_ * Combination – Hands On and Partnership Service \_\_\_ * Combination – Hands On and Grants & Gifts Service \_\_\_ * Combination – All Three Types of Service \_\_\_   ***Task 4: Let’s Talk Again***  If your club is large, you can ask members to discuss these issues in small groups.     1. Please discuss and compare the similarities and differences between your club’s votes for current service and their votes for service that members desire. Are there any surprises? 2. Brainstorm ideas for one or more service projects that reflect the desired service personality (or personalities) voted by your club. How can your club use your ideas to recruit new members? Please be specific. |

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| ***Activity 3: Create Your Club’s Service Mission***  After your club program ends, invite members to create your club’s service mission. Doing so will help your members during membership recruitment and community education activities.    ***What is a service mission?***  Your service mission is your reason for doing the service that you do. The mission statement communicates both what your club hopes to accomplish and how it will pursue that goal.    ***How can you create a service mission?***  Ask members – or a committee – to discuss the following statements. Ask a writer to craft key elements into an inspiring statement that communicates the essence of your club. Get member approval of the final mission statement:     1. Name of organization. 2. Statement of purpose. (The ultimate results you exist to achieve. One sentence.) 3. Statement of the nature of the services your club provides. 4. Statement of vision (A statement of desired future impact.)     ***Sample Mission Statements:***  Here are examples that you can use, edit, rewrite, or use as discussion starters:   * The service mission of Quota of (club location) is to offer a helping hand (locally and globally)(in our community) by sharing our time and talents with individuals in need to transform (their) despair into hope. * We, the members of Quota of (club location), offer a helping hand by sharing our talents and hearts to transform despair into hope. * The mission of Quota of (club location) is to achieve greater service impact by connecting and supporting the charitable work of all who care to (strengthen our community from)(help our community flourish from) the power which results from caring and sharing together.      * The service mission of Quota of (club location) is to unite individuals who care in service to those in need to (celebrate and support)(make a difference to)(make a difference in the lives of) those they serve…and those with whom they serve. * The members of Quota of (club location) unite in service to (celebrate and support)(make a difference to)(make a difference in the lives of) those they serve…and those with whom they serve. |

**Step 3: Formula for Recruitment Success**

Attitude counts in Quota! The secret to successful recruitment begins with one satisfied member inviting someone they like to join, someone who seeks the unique combination of fellowship and service your club offers. Once you’ve completed Steps 1 and 2 of *Three Steps to Membership Success*, you are ready to talk about recruiting new members you like who want the experience *your club* has to offer. This final step, Step 3, includes Quota’s formula for recruitment success and ways to connect new members from the start!

*Fact: Well over half of all new members Quota clubs recruit resign within five years for reasons other than illness or relocation. The largest percentage of losses occurs during the first three years after a member joins.*

*Fact: On average, it costs membership organizations seven times as much to acquire a new member as it does to keep the one they already have.*

*What can your club do to reverse these costly trends?* Encourage lifelong membership from the start. Through the Leaders as Listeners program, we have learned that the best approach to encouraging lifelong membership is bonding your new member to your club from the start.

***Partners Program: Clubs Learning From Clubs***

In 1999, Quota of Baton Rouge, Louisiana, won the 1999 Excellence Award for their “Partners Program” – a recruitment and retention program that will work in any size club! The critical ingredient simply is the club’s willingness to share a personal Quota connection on a consistent, ongoing basis with every member who joins.

Why not give their plan a try? You have nothing to lose and everyone to gain. Says who? Quota of Baton Rouge! The first year they used this program, 12 of 13 new members enthusiastically renewed their Quota membership for another year. Their only loss was a new member who left the club due to a job transfer.

New members were not the only Quotarians who reported benefits from this program. Veteran club members who served as partners reported that this program enhanced their membership enjoyment, too. Do you want to learn more? Read on for Quota of Baton Rouge’s success secrets – then give it a try in your club. Many clubs have adopted this program with great success!

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| ***Activity 1: Plan your program and get every club member on board.***  You can do a lot in a lunch! The Quota of Baton Rouge Membership Committee met at lunch and developed an agreement on recruitment and retention goals and strategies; allocated responsibilities for different parts of the program; and drafted a calendar of actions for the year.  ***Quota of Baton Rouge... In Their Own Words:***  *The whole club has to work together to make it truly successful. It is useless to recruit new members and bring them to boring meetings and functions even if their partner is working hard to get them there and make them feel comfortable. We believe that officers should (1) look at how they ask their members to spend their time, (2) ask their members what works for them, and (3) inject a heavy dose of fun, fellowship, and friendship in everything they do.* |

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| ***Activity 2: Recruit new members of your club’s family.***  Quota of Baton Rouge is a large club and they like to recruit new members in groups they call “classes.” Baton Rouge believes this approach helps strengthen each recruit’s fellowship bonds from the start, including with their fellow new members. Here is Baton Rouge’s recruitment timeline:   * **January:**  The club publishes short biographies of prospective members in the club newsletter so all members can get to know them. * **February:** A recruitment event is planned (an annual membership brunch) and the social aspect of this function is emphasized more than information. * **March:**  Letters of invitation to prospective members are mailed along with club information and an invitation to the club’s annual picnic. * **April:** Recruits are initiated.   Successful and strong Quota clubs come in all sizes and many clubs benefit from recruiting new members of their club’s family one at a time throughout the year. Whatever approach you choose to use, remember that the product you are offering is a special Quota experience. Invite individuals who would value the type of fellowship and service your club offers and be sure to share what makes your club’s so special!  ***Quota of Baton Rouge... In Their Own Words:***  *Our club is a ‘personal connection’ club, and we like to impact the community with service initiatives. But every club needs a warm and friendly atmosphere. So talking to the members and figuring out a plan that emphasizes what they want and desire in their club membership precedes recruiting and will greatly aid retention.* |

***Another Club’s Recruitment Success Story***

The Beenleigh club in Queensland, Australia, has created a special formula for recruiting and retaining members that begins with members sharing what makes Quota special to them. The club holds a recruitment cocktail party annually after the first business meeting of the year. Several members speak about the club, offering information and reasons for joining. According to Past Club President Karen Murphy, the recruitment party is a good way to entice new members because “it’s a very positive evening. The members speak spontaneously from the heart. And we always include one new member to share her reasons for joining Quota. Last year we got six new members from this party.”

During the Beenleigh club’s recruitment event, then new member Crissty Norman shared her delight in Quota with this heartwarming story. Consider sharing this with the members of your club and ask them to write their own stories:

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| ***On Being a New Member of Quota***  *by Crissty Norman*  The fellowship in the club is quite amazing to experience. People honestly care for one another, respect each other, and are genuinely happy for you in the good times and comfort you in the bad—*but it’s more than this*. The community spirit shines like a beacon. A need and a desire to help others less fortunate, an attitude of respect for others and a lack of selfishness abound—*but it’s more than this*.    Activities and events offer fun, childlike enjoyment that everyone can share. There is always a smile for everyone—*but it’s more than this*. All pull their weight and do so willingly. There is a feeling of equalness, a combination of different ideas and varying abilities molded together to make a success of whatever project we undertake—*but it’s more than this*.    Individuals are accepted for who and what they are. Their strengths, weaknesses, abilities, and experiences help broaden our horizons and make us all better people and Quotarians—*but it’s more than this*.    Quota challenges us. The challenge is to do things that perhaps you never thought you could do; the challenge is to succeed as a group member, to watch a project go from an idea in a meeting to a blossoming event that is enjoyed by all—*but it’s more than this*. Quota offers growth. As the club grows and develops with each new member, so do the other members—*but it’s even more than this*.    It’s a feeling of belonging, a sense of responsibility, an attitude of caring. It’s being part of an extended family where the joys are multiplied and the sorrows divided. It’s knowing that you are making a difference to someone somewhere. It’s seeing the welcoming faces when you arrive for a meeting. It’s sitting in a room full of friends feeling a sense of pride in each other and yourself when successful results of another event are heard. It’s knowing that all over the world members share the same purpose and feelings about building a better world for all.    *But still it’s more than this.* It’s something different to each member, but one common thread runs through Quota everywhere: it’s just such a great feeling. |

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| ***Activity 3: Launch your new members with lasting memories.***  A meaningful and dignified initiation ceremony leaves a long-lasting impression on a member, and the occasion is your opportunity to make a new member feel welcome as an integral part of your club. With a ceremony conducted from the heart, you can inspire lifetime membership in your new members.  ***Quota of Baton Rouge... In Their Own Words:***  *Scheduling the recruiting function in February allowed us to combine new member initiation with officer installation which made it very elegant and special. The ceremony was their official welcome and it was meant to share personal information. Roses and pins were presented to the new members and the initiator talked about each new member in personal terms—their work, how long they lived in the community, where they grew up, their education and interests and hobbies, children, pets and husband info. If they wrote humorous notes on their information sheet, that was included.*  **What should an initiation of new members accomplish?**   * **Share Inspiration:** Initiation is not just a formality or rite of passage for new members, but an opportunity to inspire all members. This special occasion can energize new members while reaffirming the current members’ decision to remain active. * **Showcase Club Achievement:** It’s an opportunity to showcase achievements, share your pride and show your club’s connection to the larger international organization. You’ll send the message that your club reaches out to touch the global community. * **Welcome New Members:** Show a genuine “welcome” and hospitality to the new members. Let current members learn some personal things about new members. Doing so helps current members find common interests and gain respect for new members’ personal and professional accomplishments. * **Gain Audience Attention and Appreciation:**  The initiation ceremony is a presentation like any other. Keep in mind that audiences want to be inspired, informed and in most cases, entertained. The initiation should be fast paced, very interesting and accomplished in 10-15 minutes (depending on the number of members to be initiated.) Add interest by setting a theme, sharing an inspirational thought or reading poetry. Why not consider using props, too. Be creative.   **What should NOT be included in the initiation?**  The ceremony is NOT a lecture on the responsibilities of members. Recruiting events and later orientation can give details of the requirements and responsibilities of membership. The tone should be pure warmth and friendship, not duties and obligations.  *For more ideas and an adaptable initiation script, see* ***“Rites of Initiation: Open the Doors to New Members With a Bang and Not a Whimper”*** *in the Club Leader Resources section of* [*www.quota.org*](http://www.quota.org) *.* |

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| ***Activity 4: Plant strong Quota roots from the start.***  After recruiting 13 members in 1998, the Baton Rouge club launched their Partners Program with the goal of helping new members feel welcome and satisfied after joining. Here is an overview of the plan that worked for them.   * **Assign Partners:** The club began by assigning each new member to a volunteer Quota partner, *a current club member who is different from the member’s original sponsor.* Veteran members were invited to volunteer to serve as partners, and the Membership Chair made the matches taking into consideration similar professions and interests. At a “Partners Only” lunch, the program was outlined and input was solicited. * **Orient New Members:** Because the Baton Rouge club recruited new members in a “class” group, a special supper was held at a member’s home. All new and current members were invited. New members met their partners for the first time with a “getting to know you” activity and veteran members shared the history of the club. Longtime members enjoyed the fellowship, fun, and information as much as new members. * **Plan Some ‘One-on-One’ Time:** Partners were asked to do anything they could to forge a personal connection with their assigned new member. Here are some “one-on-one” suggestions:   + Write personal notes or make phone calls to welcome the new member to the club.   + Take the new member to lunch.   + Call the new member prior to club meetings; greet them at the door; introduce them to their club members before and after the meeting.   + Act as a resource for general information.   + Serve with them at their first service or fund-raising project. * **Welcome and Involve New Members at Club Activities:**  Throughout the year, partners and members made new members feel welcome at all club activities, programs, and meetings. New members were invited to recruitment events, too, to help greet and welcome prospective members. At the club’s annual Open Door Tour Fundraiser, partners mentored new members in tour procedures and plans, and they enjoyed working together during the event. |

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| ***Activity 5: Take time to listen and learn.***  At the end of the first year, the Membership Committee planned these feedback opportunities:   * **Focus Group for New Members:** A special lunch was scheduled for the class of new members. The Membership Committee asked for feedback on their experience and asked for suggestions on how to make it better and to improve the club overall. * **Partners Coffee:** Partners met for coffee to give feedback about their experiences. Input from the new member focus group was shared. Partners concluded that the program was very worthwhile and wanted to continue “mentoring” new members for a second year. As one member put it, “They have feeder roots, not tap roots yet.” * **Membership Committee:**  The committee met and evaluated their program and made suggestions to the outgoing and incoming presidents. They also prepared suggestions for next year’s membership committee to consider. |

***Why This Program Works…Lessons Learned***

**Lesson 1:** The program addresses recruitment and retention at the same time.

**Lesson 2:** The whole club participated to make the program work and to help

all new members feel welcomed throughout the year. Also, the president listened

to the members and made each meeting interesting and filled with fun and

fellowship (which the club wanted.)

**Lesson 3:**  The Partners Program immediately connected new members to the club.

New members had their own personal “mentor” for two years.

**Lesson 4:**  Veteran members enjoyed sharing their Quota knowledge and

experience in a meaningful way, thus increasing their own membership satisfaction.

**Lesson 5:**  The club evaluated what worked and didn’t work from the view-

points of both new members and the partners. They looked at actual results. The

feedback not only improved the Partners Program, but club operations as well.

**Lesson 6:**  Club members were excited by the successful retention rate and were

willing to continue recruiting.

**III. Ask Quota: Answers to Common Questions**

***Dear Quota: Our club has several members who do a whole lot of the work. How can I get the other members to do more work?***

**Answer:** The truth is that sometimes those members who do more of the club’s work WANT to do the work. That is how they enjoy participating in the club. If you are concerned that they are feeling overburdened, talk with them. If they are feeling resentful about their work load, talk with the club about the problem.

Ask individual members, one-on-one, to assist based on their personal talents, skills, and availability of time. If it is difficult to get additional assistance, it may be an activity that the club as a whole really doesn’t want to do. The bottom line is members want to participate in different ways; they have different interests, different talents and skills to share and differing levels of time to donate. Why not conduct a member survey to assess how all members really want to participate in the club. (See pages 8-9 for details.)

***Dear Quota: I have a difficult situation in my club; I have two members who are at odds and they are bringing other members into their conflict. How can I help my members “make peace”?***

**Answer:** When conflict is handled in an encouraging and positive way, it can actually improve a relationship. When conflict is not resolved, however, it can be destructive to the parties involved and those around them. Club presidents, if the two members are engaged in a continuing conflict, you can take these steps:

First, ask the two parties to meet and work out their differences on their own. Remember, the problem belongs to them. If that doesn’t work, speak to each member individually. Listen to their concerns, share how this conflict is hurting the club and dividing the members, and ask their assistance in finding a solution. Don’t take sides.

Then, talk with both members together and discuss the suggested solutions. In extreme cases, when the conflict is not resolvable and the problem continues to hurt the club, one or both members may need to consider joining a different club for the sake of the group as a whole.

***Dear Quota: I have some past leaders in my club who seem to “know how things SHOULD be done” and don’t hesitate to let me know. How can I strike a balance in helping the club move forward, trying some new things, doing some things the way I want, and yet protect and honor my club’s traditions?***

**Answer:**  Start by conducting a confidential member survey in your club and ASK MEMBERS to give you feedback on your new ideas and ask them for their new ideas. Conducting a member survey each year is an excellent way to keep your finger on the pulse on how the club’s membership as a whole wants to operate.

Because past leaders who behave this way want to maintain their strong connection to the club, consider giving them an assignment or special project; consult them on issues where you would value their feedback; and make sure they know you appreciate them. Provide ways that past leaders can participate in a positive way.

We suggest making change in clubs in steps. Major changes – even when positive and exciting – impact the culture of a club. Decide what new ideas or directions are most important to you and focus on them.

***Do you have a Question for Quota?***

Reach out to other Quota clubs around the world via the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/) (which will be continued after the official dissolution of Quota International, thanks to the generosity of Quotarian volunteers).

**IV: Membership Resources for Your Club**

The following documents are available on www.quota.org for your club’s use as you navigate your way to “Club Success”. Take a moment to peruse this list to see if any of them address the needs of your club and its leaders.

* **+1 Club Planning Guide.**  A wonderful resource that will help your club improve every aspect of its membership operations – from recruiting new members to encouraging lifelong affiliation.
* **Publicity Pointers**  Learn how to get your club’s name out in your community to create opportunities for recruitment and connections with those serving similar populations.
* **Rites of Initiation: Open the Doors to New Members with a Bang and Not a Whimper.** Shares how to inspire lifetime membership in your club with an initiation ceremony from the heart (includes useful initiation script).
* **Quota Cares Month Planning Kit.** This kit gives helpful how-to’s on building a successful Quota Cares Month project within your club and community. Successful Quota Cares month events strengthen recruitment, retention, fund-raising, service, and publicity efforts of clubs that choose to participate.
* **Past Quota Publications.** See past Quotarian and World Service e-Zine publications, as well as a few others on the History & Archives page of www.quota.org to read inspiring stories about the past projects of Quota clubs worldwide. This might just give your club the inspiration it needs to start something new in your community!
* **Club Leader Resources Page.** This page of www.quota.org is filled with resources to help club leaders with whatever their club needs.
* **Club President Guide.**  This handbook is filled with helpful information on recruitment, retention, fellowship, and service. If your club is looking for new programs to interest your club members, this is the source for you.
* **Quota International Facebook Page.**  Reach out to other Quota clubs around the world via the Quota International Facebook page. *And don’t worry!* This page will be continued after the official dissolution of Quota International, thanks to the generosity of Quotarian volunteers.