**Quota Cares Month Planning Kit**

*Helping Clubs Organize, Publicize, and Execute Successful Quota Cares Month Activities*

*2020 Edition*

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**Let’s Go!**

A little background information to get you started.

***What is Quota Cares Month?***

Formerly, an annual international public awareness and service campaign sponsored by Quota International’s We Share Foundation. All clubs worldwide were invited to participate. After 2020, clubs may choose to continue to celebrate Quota Cares Month with their own service activities, if they wish, to honor their club’s Quota International heritage.

***What is our Club’s Goal for Quota Cares Month?***

Plan one special, newsworthy service project (or a fund-raising project in which you will donate your proceeds to a worthy charitable cause) in your local community in March. Because Quota Cares Month is designed to strengthen clubs while simultaneously expanding Quota’s visibility in your community, we recommend that you include recruitment, fund-raising, and public awareness activities as part of your project. This guide contains suggestions for doing so.

***What Happens when Our Quota Cares Month Project Ends?***

Share your good Quota Cares Month news with the international community 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).

***How do we get started?***

Select a Quota Cares Month Coordinator – a club member who will oversee the project – and ensure that all club members are involved. The coordinator does not have to be a club leader; select a member who is enthusiastic, detail-oriented, and organized! Duties are outlined below. Please give this planning guide to your coordinator!

**Quota Cares Month Checklist and Timeline**

A planning tool for your club’s Quota Cares Month Coordinator

* **Step 1: Review this planning guide.** *(Immediate)*
* **Step 2: Turn your club into a Quota Cares Month Team.** *(Now - November)*
  + Schedule some time at your next meeting to talk about Quota Cares Month and select team leaders (may be current committee chairs) who will be leading the different service, fund-raising, recruitment, and public awareness activities connected to this project. For details on what to discuss, turn to page 4.
* **Step 3: Share information with team leaders.** *(October - November)*
  + At the close of your club’s Quota Cares Month meeting, please remove (or photocopy) the following planning sections of this guide and give to team leaders. Encourage each team to set a written timeline for their activities. Request a copy of all timelines and monitor through March – Quota Cares Month.
    - **Plan An Award Winning Project** – *Distribute to team leader(s) planning the Quota Cares Month service and fund-raising activities.*
    - **Think ‘Recruitment’ From the Start** – *Distribute to team leader(s) planning the Quota Cares Month recruitment activities.*
    - **Spread the Word** – *Distribute to team leader(s) planning the Quota Cares Month public awareness/media activities.*
* **Step 4: Assess progress of teams.** *(December – March)*
  + Report progress to the club at meetings. Encourage all club members to participate in the Quota Cares Month service or fund-raising project that is planned. Share your club’s story…*Don’t forget to assign someone to take photographs!*
* **Step 5: Carry out your project!***(March)*
* **Step 6: Share your club’s success.** *(As soon as possible after your project is complete!)*
  + After your Quota Cares Month project and related activities are over, consider sharing photos and stories with Quota clubs worldwide on the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/).
* **Step 7: Celebrate!** *(April)*
  + Plan a party! Celebrate and thank your members for your Quota Cares Month accomplishments. Besides the fun, celebrations remind members of the key values of the club.

**Helpful Resources**

Read the helpful club resources chapter of this planning guide and share with your club as needed. Make sure your club president has a copy of this information for future reference too.

Questions? Need Assistance? Want some guidance? Connect with other Quota clubs who are planning their own Quota Cares Month activities, or have done so for years. Let their experience save you time and headaches! You can do this via the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/).

**Turn Your Club into a Quota Cares Month Team**

Get the most from your Quota Cares Month project by involving all club members. 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. When you add publicity and recruitment activities to your project, every member has a meaningful role.

***Tip 1: Think about how your club members really enjoy serving.***

Understanding how your club members enjoy serving and operating is important:

* Some clubs enjoy planning and carrying out direct service projects. Members appreciate direct contact with those being helped.
* Others enjoy the camaraderie that emerges when partnering with another community organization on a service or fund-raising project.
* Still other clubs enjoy planning enjoyable fund-raising projects (such as a dinner dance) and donating proceeds to a worthy community cause.

Be sure to take this into consideration when planning your Quota Cares Month project.

*Great Idea!* How clubs like to operate changes from time to time as members join and leave

the club. Quota offers excellent activities for learning more about how your club members enjoy operating and conducting service. To learn more, find the “Club Success Guide” on Quota’s website.

***Tip 2: Talk it over.***

Ensure Quota Cares Month is a CLUB project by involving *all* club members in the planning and implementation of all activities. Why not generate excitement by coming up with a brand new service project? See page 6 for sources of ideas successfully used by other clubs. Talk it over and be sure to discuss how your club can plan recruitment, fund-raising, and publicity activities to coincide with and support the project.

*Great Example!* The Kalamazoo, Michigan Quota club found a way to bring fellowship *and* fun to service and fundraising while also that facilitating retention and recruitment for an all around

success story! You can find this story in the January 2002 Quotarian, located in the Quotarian Archives on Quota’s website.

***Tip 3: Select team leaders.***

Select members to lead the service, fund-raising, recruitment, and publicity components of your

Quota Cares Month. If your club has service, fund-raising, recruitment, and publicity chairs in

place, they may serve as team leaders. Be sure to share the information contained in this

planning kit with each of your leaders (and their teams).

*Great Suggestions!*

* Be a leader who listens and encourages. Encouragement is contagious. Share it liberally.
* Look for new ways to make new ideas work – not for reasons they won’t.
* Support all group decisions when planning recruitment, publicity, and fund-raising activities.
* Do everything with enthusiasm – it’s contagious.
* When planning team meetings, avoid seating arrangements that exclude people. An ideal set-up will accommodate all individuals sitting comfortably around a table.
* The most productive teams evolve when members are encouraged to share leadership in planning meetings and activities, leading discussions, and carrying out the activities.
* Don’t ignore body language. Place yourself where you can see how people react to suggestions, speakers’ styles and decision-making plans.
* Give thanks. Share the glory; to get credit – give it away.

***Tip 4: Encourage everyone to participate.***

Build club morale by encouraging every member to participate on a team. Doing so will help revitalize a club that needs a “tune up” and it will help a thriving club continue to grow. Invite members to volunteer for the “team” that interests them most. Remember, Quota is a personal experience and every member enjoys it in their own way. Use Quota Cares Month as a tool for helping your members increase their membership satisfaction.

*Great Question!* Our club has several members who do a whole lot of the work. How can I get the other members to participate? Ask individual members, one-on-one, to assist based on their personal talents, skills, and availability of time. The bottom line is members want to participate in different ways; they have different interests, talents and skills to share and differing levels of time to donate. Why not conduct a member survey? For details, find the “Club Success Guide” on Quota’s website.

***Tip 5: Celebrate your Quota Cares Month success!***

Plan a party! Celebrate and thank your members for your Quota Cares Month accomplishments. 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.

*Great Ending!* Don’t forget to share your club’s Quota Cares Month with Quota clubs worldwide on the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/)!

**Plan an Award-Winning Project**

***Sources of Project Ideas***

A wealth of tried-and-true service and fund-raising project ideas are available through these sources:

* Previous issues of the Quotarian magazine. Published in the Archives on www.quota.org. Each issue publishes descriptions of Excellence Award-winning projects and great true stories of Quota service and fund-raising success.
* Previous issues of the World Service e-Zine which include feature stories, great ideas, and service shorts. Also available in the Archives on [www.quota.org](http://www.quota.org).

***A Few Of Our favorites***

*Service Projects:*

* Young Moms Matter program, proposed by Past East Area Director Tina Toohey, establishes a relationship with a local high school or local agency that provides assistance to teenage mothers. Activities include Quota-sponsored programs on parenting, health issues, self-esteem, and education.
* The Quota clubs of Mooloolaba and Nambour, Australia, jointly sponsored a project to provide captions on hospital procedure videos. The project stemmed from the frustration of a hearing-impaired man about to undergo surgery who couldn’t understand a video about his operation. They created a captioned video collection for the hospital – the first in Australia. Copies of the videos are now available for purchase throughout the country.
* Based on a project launched by Quota of Flint, Michigan, the Quota Court Kids Program provides suitcases for children who are removed from their home and parents by protective services. To ease the transition, the club prepares a suitcase or tote bag which includes toiletries, clothing, toys, and books. Quota of Dover, New Hampshire, engaged in a similar project, preparing and donating shoeboxes filled with similar items and toys for children who are victims of terrorism, war, and poverty.
* Knowing every detail matters when looking for employment, the Mariposa, Ontario, Canada club arranges a way for disadvantaged women to make a good first impression at job interviews. A local beauty school offers hairdressing to qualified job seekers, and the club picks up the tab.
* Quota’s Port Huron, Michigan club hired a local interpreter for one year and worked with Barnes & Noble Booksellers to sponsor a story hour each month for deaf and hard-of-hearing children in the local bookstore.

*Fundraisers:*

* The Papakura club in New Zealand planned an antique fair and baked dozens of delicious cakes, breads, and pastries ON SITE to sell during morning tea, lunch, and afternoon tea at the Fair. This event raised N.Z.$13,500 to support service for deaf and hearing-impaired children in New Zealand.
* Quota of Valdosta, Georgia has cooked up a recipe for fund-raising success. A Taste of Valdosta is a tremendous – and tremendously popular – undertaking in which the club invites local restaurants to share their wares to help the needy and cook up a heaping serving of community spirit. In 2000, the club netted U.S.$20,000 for service.
* Quota of East Liverpool, Ohio raised over $21,000 through holding hot dog sales and concession stands for school dances, sponsoring a Halloween costume ball, writing letters to business organizations and individuals asking for donations, applying for a local grant, and placing cans for public donations around the area. Proceeds funded Thermal Imaging Cameras (U.S.$18,000 per camera!) to assist firefighters in finding victims.
* Quota of Atascadero, California rallied the community and -- with the local police department -- sponsored "K-9's In the Park," an event with barbecue, games and demonstrations which raised $11,000 to purchase a German Shepherd police dog.
* Collaborating with underwriter SaskPower, Quota’s Estevan, Canada club established the Women of Today Awards luncheon to recognize women's contributions to the workplace. The event raised awareness for Quota and $3,000 for local services.

**Think ‘Recruitment’ From the Start**

Get the most from your Quota Cares Month project by planning a recruitment activity or function in conjunction with your service or fund-raising activities. Here are three different case studies of successful recruitment approaches that just might work for your club:

***Quota Case Study 1:***

***Identifying Prospective recruits Through Fundraising***

Quota’s Kalamazoo club in Michigan, U.S.A., made it easy for executives to celebrate staff dedication during National Secretaries Week by organizing a luncheon at a local country club with a fabulous menu, champagne, a carnation and goody bag for each staff honoree, a keynote speaker and a style show. Employers also were invited to nominate staff members for recognition as local Employee of the Year. Event proceeds were earmarked to assist hearingimpaired teens. To the club members delight, the club netted more than U.S.$5,500. The club distributed information packets about Quota to all candidates who attended the luncheon. They also distributed them to people contacted for the related service project to which raised funds were donated. If you try this great idea, be sure to follow up with a phone call or personal visit!

***Quota Case Study 2:***

***Recruiting New Members At A Club recruitment Event***

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 is a very positive evening. The members speak spontaneously from the heart. And they always include one new member to share her or his reasons for joining Quota. Last year, the club got six new members from this party.

***Quota Case Study 3:***

***Recruiting New Members through fellowship Activities***

Quota of Baton Rouge is a large club and they like to recruit new members in groups, called classes. Baton Rouge believes this approach helps strengthen each recruit’s fellowship bonds from the start – including with their fellow new members. First, the club publishes biographies of all prospective members. Then, recruits are invited to two separate events – a membership brunch and the club’s annual picnic. After their initiation, recruits are immediately assigned a mentoring “partner” and connected to club activities.

***Steps for Success:***

***Step 1: Create a plan.***

Get your recruitment team together and develop a plan and allocate responsibilities. Be sure to inject a heavy dose of fun, fellowship, and friendship. And use your creativity. Remember, enthusiasm is contagious. You want to plan a recruitment activity or event that will permit recruits to get a great sense of your club’s personality. For example:

* Are you a “hands-on service” club? Then invite recruits to help you in carrying out a meaningful aspect of your Quota Cares Month service project.
* Are you a “fellowship and fun” club? Then invite recruits to your Quota Cares Month fund-raising dinner-dance and be sure to promote your service cause.
* Are you a club interested in raising awareness about an important social cause? Then invite recruits to attend your next community awareness event or program – or contact those people who attend the event you sponsor.

***Step 2: Share your plan with your club.***

You’ll want your recruitment event to build on or benefit from your club’s Quota Cares Month service or fund-raising event or activity. Be sure to share your plans with your club to make sure it will be successful in doing so. And be sure every club member participates!

***Step 3: Create a recruitment information packet.***

Remember, your recruits are joining your club because they are people who care about making a difference. suggestions include:

* A letter of welcome from your club president and a membership application.
* A description of your club and its personality. (If you don’t know your club’s personality, learn more in the Club Success Guide, which can be found on www.quota.org.)
* Service or membership brochures that feature projects and other highlights of being a member of your local Quota club.

***Step 4: Connect with your recruit from the start.***

Learn more about connecting with recruits from the start, planning a meaningful initiation and encouraging lifelong affiliation in Quota’s Club Success Guide available on www.quota.org.

**Spread the Word**

Promotion of your Quota Cares Month service or fund-raising project can pay off with increased recruitment, community awareness, new opportunities to serve, and financial support. When you begin planning your Quota Cares Month project, it's not too soon to begin planning your PR.

***How should my club get started in planning our Quota Cares Month publicity?***

Before you create a publicity plan for your Quota Cares Month project, take some time to analyze past efforts as well as your club's overall approach to publicity. What has worked well, what has not?

**PR TIP:** If your club is not getting enough well-deserved attention, go to [www.quota.org](http://www.quota.org) and take a look at the very helpful “Publicity Pointers” document, which contains a “Publicity Self-Quiz”, and a variety of helpful tips for boosting your club’s publicity in the community!

***What information do I need in putting together a publicity plan?***

* Keep a running list of each possible outlet for news coverage.
* Get the name of every editor in your area and spell the names correctly.
* Talk to each editor. Call or visit and find out what the editor wants and how to get coverage for your club.
* Obtain the guidelines for submission to each news outlet. Believe it or not, some editors require specific fonts and point sizes for submissions!
* Invest in publicity. Purchasing ads in local papers and on broadcast stations will help establish relationships with news outlets at the same time it brings your club publicity.
* Find a good photographer IN your club. Consider purchasing a good club camera to use and pass down from year to year.
* Decide on a budget for any paid publicity efforts.

***What makes a good story?***

People want to know about other people doing something new or different or impressive and

how that impacts the community. If you pique their interest, people want to know who, what,

when, where, why, and how – the six most important words in journalism. That’s why planning

your Quota Cares Month project and your publicity efforts go hand in hand!

***How can our club generate increased interest in our event or project?***

* Send special invitations to local reporters and editors for big events.
* Invite public officials to attend. Reporters may follow them to the event and you’ll get a little coverage, too.
* Write letters to the editor – a great way to get your story in the news without asking for coverage.
* Use the Internet. The Internet is fast becoming the primary source of information for many people.

***What should a good news release include?***

A good news release should include all of the facts supported by interesting details and descriptions. And every story needs a hook to hang on. The more relevant your story, the better your chance of making news. What local, regional, or national news or event can you tie your Quota Cares Month project to? Is a deafness issue being discussed in the legislature? Is the club rallying to help others in a natural disaster? The report should be written as close to the style of a news story as possible…something non-club members of the community can relate to and find interesting.

Be sure your news release is well-written and tidy! Your story may be great, but poor presentation can direct it to the trash bin. Please be sure it is neatly typed in a font that is easy to read. And why not include a GOOD photo. Some editors say it increases your chances of making the news by 200%.

***Share your success with Quotarians around the world!***

We all love seeing each other succeed. If your club’s Quota Care’s Month project receives any press (newspaper articles, photographs, videos of television coverage, audiotapes of radio coverage, etc.) please share with Quota members worldwide! Who knows, maybe your great idea is just what another Quota community needs to start making a bigger difference in their community. To share, simply post a link or upload a photo of your press and activity to the [Quota International Facebook page](https://www.facebook.com/QuotaInternational/), and let your fellow Quotarians cheer your club on! (Remember, our Facebook page WILL continue after the official dissolution of Quota International, thanks to the generosity of Quotarian volunteers!)

**Helpful Resources**

Need more help? Look over these resources which are all published on our website.

***Club Publicity Resource***

* *“Publicity Pointers”*– Our detailed directions and ideas for publicity and public relations will help your club improve its image. Includes a sample news release.

***Recruitment and Retention Resources***

* “Club Success Guide” – A guide filled with club development, recruitment, and retention strategies that work, including: a formula for recruitment success, tips for memorable initiation ceremonies, ways to encourage lifelong membership in your club from the start, reasons why members join…and stay in Quota, three steps to strengthening your club and MORE!
* “Rites of Initiation: Open the Doors to New Members with a Bang and Not a Whimper” – This treasured document shares how to inspire lifetime membership in your club with an initiation ceremony from the heart (includes useful initiation script). Written by Past International President Bobbie Carey.
* Quota International Website – Take a look around www.quota.org for helpful information about Quota International’s history, view Quotarian Magazine and World Service e-Zine archives, and print forms and guides (like the ones mentioned here).

***Club Operations***

* “Club President’s Guide”– This handbook is filled with helpful information on the different programs and services Quota offers including recruitment, retention, fellowship, and service. If your club is looking for new programs to interest your club members, this is the source for you.