

QUOTA CARES MONTH PLANNING KIT

GETTING STARTED

CREATED BY



**THE WE SHARE FOUNDATION
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"OUR HEARTS LEAD US, OUR ACTIONS CHANGE LIVES"**

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I. LET'S GO!

INTRODUCTION

- **WHAT IS QUOTA CARES MONTH?**

An annual international public awareness and service campaign sponsored by Quota International's We Share Foundation. All clubs worldwide are invited to participate.

- **WHAT IS YOUR CLUB'S MISSION?**

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 at the same time it expands Quota's visibility worldwide, 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?**

Send in your completed Quota Cares Month Success Form (attached to this planning guide!). This form shares your good Quota Cares Month news with us PLUS your form automatically enters your club in our annual Quota Cares Month International Competition. (Contest details are located on page 13 and an entry form is published on page 16.)

- **HOW DO WE GET STARTED?**

Select a Quota Cares Month coordinator – a club member who will oversee the project and 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 CHECK LIST

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 3.

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 guide chapters 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.

Chapter III. Plan An Award Winning Project –

Team leader(s) planning the Quota Cares Month service *and* fund-raising activities.

Chapter IV. Think 'Recruitment' From the Start –

Team leader planning the Quota Cares Month recruitment activities.

Chapter V. Spread the Word –

Team leader planning the Quota Cares Month public awareness/media activities.

STEP 4: Assess progress of teams. *(December – March)*

Report progress to 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. *(No later than April 15)*

After your Quota Cares Month project and related activities are over, complete and submit the Quota Cares Month Success Form. Turn to page 13 for contest details and page 16 for a copy of the form that you can use.

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

- Check out and share the helpful club resources chapter of this planning guide. Make sure your club president has a copy of this information for future reference.
- Questions? Need Assistance? Want some guidance? We are here to help!

Contact Yamileé Theophile, Program and Operations Manager, We Share Foundation, 1420 21st Street, N.W., Washington, D.C. 20036. Telephone: 202.331.9694 / Fax: 202.331.4395 / E-mail: yamilee@quota.org.

II. 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 International offers excellent activities for learning more about how your club members enjoy operating and conducting service. To learn more, print or order Quota's *Club Success Guide*. Print from www.quota.org (click "For Clubs") or see ordering details on page 11 of this guide.

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? Or, plan multiple projects during the month of March and involve different groups of members in different projects. See page 5 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.

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, print Quota's *Club Success Guide* (www.quota.org; click "For Club Presidents") or see page 11 to order.

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 success by completing and submitting the Quota Cares Month Success form attached to the end of this planning guide. Your club will qualify for automatic entry in the Quota Cares Month International Awards Competition if you mail or fax it no later than April 15th.

III. 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 on-line at www.quota.org. Click the “Library” button. Each issue publishes descriptions of Excellence Award-winning projects and great true stories of Quota service and fund-raising success.
- **PREVIOUS ISSUES OF THE QUOTA CARING SERVICE NEWSLETTER.** Published on-line at www.wesharefoundation.org. Click the “Foundation Publications” button.
- **WE SHARE E-ZINE.** Published on-line at www.wesharefoundation.org. Click the “We Share e-Zine” button on the Home Page for the latest issue which includes feature stories, great ideas, and service shorts.
- **ARCHIVE OF SERVICE AND FUND-RAISING STORIES AND IDEAS.** Published on-line at www.wesharefoundation.org. Click the “We Share e-Zine” button on the Home Page. Then scroll down that page and click the link for “e-zine articles by category.” You will reach an in-depth archive of great ideas for service, fund raising, recruitment, retention, and more.
- **WE SHARE FOUNDATION WEB SITE.** Published on-line at www.wesharefoundation.org. Click the “We Share Foundation Programs” button and then scroll down to “Quota Club Service Project Directories.”
- **DON'T HAVE WEB ACCESS?** Read on for some of our favorite project ideas. Or, contact Foundation Manager Christy Herz at 202.331.9694 (telephone) or 202.331.4395 (fax) and she will suggest some projects for your consideration.

A FEW OF OUR FAVORITES

- **SERVICE:** 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.

- **SERVICE:** 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 hard-of-hearing 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.
- **SERVICE:** Based on a project launched by QI 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. QI 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.
- **SERVICE:** 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.
- **SERVICE:** 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.
- **FUND RAISING:** 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.
- **FUND RAISING:** QI 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.
- **FUND-RAISING:** QI 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.
- **FUND RAISING:** QI 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.
- **FUND RAISING:** 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.

IV. 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 FUND-RAISING

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 hard-of-hearing teens. To 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

QI 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 and Quota International – an international network of people worldwide who care about making a difference. Be sure to include local and global information. Some 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, order Quota's free Club Success Guide. For details, see page 11.*)
- Copies of **Connecting People Who Care** (Quota International's membership brochure) and **Celebrate Service** brochures. (*Print an order form on www.quota.org, then click the “Marketplace” button.*)
- The latest **Quotarian** magazine. (*Print an order form on www.quota.org, then click the “Marketplace” button.*)
- A description of Club-to-Club World Service. (*Print from www.wesharefoundation.org – click “Club-to-Club World Service”.*)
- A list of Quota International and We Share Foundation international awards. (*Print from www.quota.org – click the “Getting To Know You” button, then “About Quota.”*)

Note: Don't have Web access? Contact Ingrid Miller at the QI Office. Address, page 12.

STEP 4: CONNECT YOUR RECRUIT FROM THE START

Print or order Quota's **Club Success Guide** for assistance in connecting with recruits from the start, planning a meaningful initiation and encouraging lifelong affiliation. Visit www.quota.org and click “For Club Presidents” or see page 11 for details on how you can order this resource.

V. 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, its 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, obtain the We Share Foundation's free publicity kit which contains a "Publicity Self-Quiz." Print a copy from www.wesharefoundation.org (click "Promoting Club Publicity").

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. Always take the highest resolution photo possible.
- 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%.

NEED HELP WITH THE NEWS RELEASE?

- Put a professional sheen on your news releases before you send them to media outlets. One great way to get your club noticed is to send local editors a complete package – polished news release and print-worthy picture. The We Share Foundation is here to help! Send your best effort at writing a news release to polishandshine@quota.org or fax it to 202.331.4395 and receive a professional revision within 10 days of receipt. Please note that the Polish and Shine service will not write the press release for you.
- View a sample news release. Visit www.wesharefoundation.org (click “Promoting Club Publicity”).

SEND YOUR SUCCESS TO THE WE SHARE FOUNDATION

We love receiving your good news. Please send copies of any press you receive (newspaper articles, photographs, videos of television coverage, audiotapes of radio coverage, etc.) along with your club's Quota Cares Month Success form. And after Quota Cares Month ends, send press you receive to We Share Foundation, 1420 21st Street, N.W., Washington, D.C. 20036.

VI. HELPFUL RESOURCES FOR YOUR CLUB

CLUB PUBLICITY RESOURCES

- **Publicity Pointers Publicity Kit** – our detailed directions and ideas for publicity and public relations will help your club improve its image. Includes a sample news release. Print a copy from the We Share Foundation Web Site (www.wesharefoundation.org). Or, request a free copy from the QI Office in Washington, D.C. or Australia.
- **Polish and Shine News Release Service** – put a professional sheen on your news releases before you send them to media outlines. Send your best effort at writing a news release to polishandshine@quota.org or fax it to 202.331.4395 and our receive a professional revision within 10 days of receipt. There is no charge for this service.

RECRUITMENT AND RETENTION RESOURCES

- **+1 Club Planning Guide.** Quota’s newest membership tool offers great advice on how your club can end each Quota year with a net gain of at least one member. Advice comes from successful Quota clubs around the world. Content includes how to polish and shine your club, making plans to expand, and keeping your members connected. ! Print from www.quota.org (click “For Club Presidents”) or request a free copy.
- **Club Success Guide.** 30-page guide filled with club development, recruitment, and retention strategies that work: 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! Print from www.quota.org (click “For Club Presidents”) or request a free copy.
- **We Share Foundation Web Page.** Log on to www.wesharefoundation.org and click the “We Share Foundation Programs” button. You will find tools and information that will help your club operate more effectively through service including the Foundation’s extensive publicity kit, Quota’s Polish and Share news release service, helpful tried and true service and fund-raising tips and more.
- **Quota International Web Page.** Log on to www.quota.org for helpful information about Quota International’s history, operations, leaders, programs, and services. Visit Quota’s marketplace and print forms, learn about opportunities, order publications and jewelry.

CLUB OPERATIONS

- **Club President Guide to Quota International.** This handbook is filled with helpful information on the different programs and services Quota International offers worldwide including recruitment, retention, fellowship, and service. Don't miss details on how your club can participate in Quota's annual recruitment challenges. Doing so is rewarding and awarding for participating members and clubs. If your club is looking for new programs to interest your club members, this is the source for you. Club presidents, contact the Quota International Office in Washington, D.C. or Australia if you did not receive a copy at your Quota Training Seminar.

GENERAL QUOTA INFORMATION

- **Quota International Membership Brochure.** Describes how joining Quota International connects people who care about each other, about their communities, and about our world. US10¢ each/AUS 15¢ each (includes postage). Minimum order 10. Send payment with order.
- **Celebrate Quota International Service.** Brochure describing how Quotarians care locally and share globally. US 25¢ each/AUS 25¢ each (includes postage). Minimum order 10. Send payment with order.
- **Publications Order Form.** See the latest publications available for sale. Log on to www.quota.org and click the **Forms and Order Information** button. Or see the publications and jewelry order forms located in the *Club President's Guide to QI*.
- **Helpful Resources Form.** Membership and leadership information and article reprints free upon request by club presidents. The form is located on www.quota.org and in the *Club President's Guide to QI*.

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P.O. Box 205 Margate, QLD 4019 Australia

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VII. SHARING YOUR SUCCESS

QUOTA CARES MONTH INTERNATIONAL AWARDS COMPETITION

On page 16 of this planning guide, you will find a form that your club can use to report on the success of your Quota Cares Month project. Please complete and submit this form as soon as your project ends! Send your forms anytime; however, forms postmarked on or before April 15, WILL BE INCLUDED in our Quota Cares Month International Awards Competition. We encourage you to send high resolution photographs with your competition form.

The We Share Foundation will be gathering and sharing successes from clubs around the world on the We Share Foundation Web Site (www.wesharefoundation.org), and in our publications. Even if you are not interested in participating in the competition, please send in your form. We want to hear from you.

Five winning Quota Cares Month projects will be selected to receive Quota Cares Month International Awards. Honorable mention awards will be awarded to all entries which receive a judge's score of 4.0 or higher (on a scale of 1.0 – 5.0). Winning clubs will be honored at Convention and winning projects and clubs will be profiled on the We Share Foundation Web site (www.wesharefoundation.org).

This international awards program honors Quota Cares Month projects that demonstrate how a good service project can strengthen a club in all areas – in recruitment, retention (fellowship and fun), fund raising, and publicity. Quota's Excellence Awards program honors excellence in a specific area. This program honors clubs which use one project to strengthen a club in multiple areas! A committee of Past International Leaders will serve as judges.

COMPETITION RULES:

- Clubs may submit one Quota Cares Month entry; Club-to-Club World Service projects may not be submitted.
- All entries must be postmarked (or faxed or e-mailed) by April 15.
- All entries must be submitted on the official entry form (found on page 16).
- All requested information must be provided or the entry will be disqualified. Please follow the directions on the entry form when preparing your entry.
- We encourage you to send supporting materials such as high resolution photographs and newspaper clippings, but these cannot be returned. Please label all photographs. These items will be photocopied and sent to all judges. Although we appreciate receiving videotapes, audiotapes, books, they will not be copied for judges nor used during the judging process. Quota staff members, however, appreciate receiving them for possible learning or sharing purposes.

- All entries, photographs and attachments become the property of We Share Foundation and may be used at Convention, in publications, or posted on the We Share Foundation and/or Quota International Web sites.
- Projects submitted must be current year club programs or projects
- Judging criteria is listed on the third page of each entry form.
- Clubs that have won a Quota Cares Month award may not submit the same project to the contest the following year.

DIRECTIONS FOR SUBMITTING YOUR FORM

STEP 1: PLEASE COMPLETE ALL INFORMATION REQUESTED ON THE ENTRY FORM.

- If you would like to receive a copy of the Quota Cares Month Success Form via e-mail so that you can complete it via computer and return it via e-mail, fax, or mail, please contact yamilee@quota.org.
- You are welcome to include attachments (optional). Please label all photographs.
- PLEASE...use a staple or paperclip to bind your entry and attachments. Do not use folders, binders, notebooks, and do not have your entry bound in any way.

STEP 2: SEND YOUR ENTRY VIA MAIL, E-MAIL, OR FAX.

- Mail: Yamileé Theophile, Quota International, 1420 21st. St., N.W., Washington, D.C. 20036
- Fax: (202) 331-4395 – attention Yamileé Theophile / E-mail: yamilee@quota.org.

DEADLINE: APRIL 15

In order to qualify for the Quota Cares Month International Awards Competition, your club's form must be postmarked by April 15. All entries sent via fax or e-mail must arrive at the Quota International Office by April 15. Winners will be notified by June 15. All winners will be honored at Convention.

QUESTIONS?

Please contact **Yamileé Theophile**, Program and Operations Manager, at the QI Office.
Telephone: (202) 331-9694 / E-mail: yamilee@quota.org

QUOTA CARES MONTH SUCCESS FORM

- Please use this form to report your club's Quota Cares Month progress and success. If you prefer, you are welcome to type your responses on a separate piece of paper and attach to this form (one typed page maximum per question). Or, contact yamilee@quota.org to receive a copy of this form via e-mail. Feel free to include high resolution photographs, news clippings, or other supporting materials. Please label photographs; please note, however, videotapes, audiotapes, booklets, etc. cannot be copied for judges.
- Forms can be submitted at any time; however **forms must be postmarked by April 15 (or received via e-mail or fax on or before April 15) to be entered in the Quota Cares Month Awards Competition.**
- Send forms to: We Share Foundation, 1420 21st Street, N.W., Washington, D.C. 20036. Fax: 202.331.4395 – E-mail: yamilee@quota.org. Questions? Contact Yamileé Theophile, Program and Operations Manager, at 202.331.9694.

INFORMATION ABOUT YOUR CLUB

- Club Name _____
- District _____ / Country _____
- How many members belong to your club? _____

CONTACT INFORMATION FOR THIS ENTRY

- Name _____
Quota Title _____
- Mailing Address _____

- Day Phone _____ / Evening Phone _____ / E-mail _____

QUESTIONS

1. Please describe your Quota Cares Month Project (who, what, where, when, why, how). Please fully explain all service and fundraising activities related to your Quota Cares Month Project.

2. Did your club plan any recruitment activities surrounding this project? If so, please describe. Did you recruit any new members?

3. Did your club plan any public relations/community education/or media activities surrounding this project? If so, please describe.

4. Please describe how this project benefited (1) your club and its operations and (2) your members and their morale. (Include member or citizen testimonials, if desired.) What percentage of your club's members were involved in some aspect of this project or related activities?

SCORING CRITERIA

Your application will be scored on a scale of 0.0 to 5.0 based upon your effort and success in four areas: (1) project effort and success, (2) recruitment (3) public relations/community education/media, and (4) benefits to the club and its membership (retention/fellowship & fun).

1. Project Effort and Success

- The project's comprehensiveness, impact, and success *and* the effort that went into planning it will be taken into consideration. Remember that conducting a hands-on service project, partnering with another organization or agency on a project, and donating funds raised through a Quota Cares month fundraising project are all equally worthy and recommended service projects.
- If you conducted a service project during Quota Cares Month, it can use funds raised any time during the year. If you conducted a fund-raising project during Quota Cares Month to raise funds for a future service project, the funds do not have to be donated by the end of Quota Cares Month.

2. Recruitment Effort and Success

- Recruitment effort will reflect in your scores even if the effort did not result in new members.
- If you did not report any recruitment effort or success in your application, you will receive a score of 0.0 in this category.

3. Public Relations/Community Education/Media Effort and Success

- PR/Community education/media effort *and* success will reflect in your scores.
- If you did not report any public relations/communication or media efforts or successes in your application, you will receive a score of 0.0 in this category.

4. Benefits to Club & Membership Effort and Success

- Your Quota Cares Month project will be judged based on how well it benefited your club and its members (retention/fellowship & fun).
- The efforts your club put into involving most/all members, improving morale, improving motivation, and improving operations as well as your success in doing so will be considered in your score.
- If you did not report any benefits to your club or membership in your response to question 4 of the application, you will receive a score of 0.0 in this category.