

# QUOTA



## What is Quota USA?

An association of Quota International clubs located in the United States who want to share ideas, encourage one another, continue to serve their communities, and enrich the lives of their members.

## Is Quota USA the same as Quota International?

No. This is a grassroots effort of 20 Quota Members Including club presidents, regional directors and past international presidents to preserve the core values of Quota in a simple organizational structure that enables Quota USA clubs to associate with a national brand but have the independence to determine their own service, fundraising and leadership. A national brand gives clubs a higher status than non-affiliated local clubs. They can then compete with Rotary, Kiwanis and Zonta for local service dollars and new members. Foundation grants are also more likely given to nationally affiliated organizations.

## How does a Quota USA brand support club fundraising?

Individuals and foundations are more likely to give funds to a nationally affiliated club because a national brand commands more credibility and trust. Foundations are a goldmine of charitable funds that can be tapped by a club of a few members or many members. Some Quota Clubs have raised thousands in service funds from this often-overlooked source.

*"We take the administrative burden from clubs so members can focus on their mission."*

Allison Travis, Principal  
Custom Management Group

## What is the structure of Quota USA?

A simple governing structure of an executive committee comprised of two co-chairs – Bobbie Carey, PIP (LA) and Mary Pribich, past QI Board member (OH), and three members: Denise Palmer, Regional Director (WVA), Elicia Nugent, previous club president (LA) and Mary Cotter, PIP (AK) is established. The founding 20-member steering committee will continue as an advisory committee. The organizational structure will be a 501c4, a USA non-profit. All committee members are serving on a volunteer basis for one year.

To assume the administrative burden and allow clubs to focus on their mission, a professional association management firm— Custom Management Group (CMG) will be in a service agreement with Quota USA for a term of **one year**. CMG is a nationally accredited association management firm headquartered in

Charlottesville, VA with a staff of 15 professionals. They have a stellar reputation, the resources and experience to provide Quota USA's administrative tasks. They are founded and owned by women.

## What services will CMG provide for their annual fee?

1. **Welcome Packet** - for each member when the club joins.
2. **National Branding** - a unique national Quota USA brand will be developed and promoted.
3. **Marketing and PR** - CMG will promote Quota USA in social media development and oversight including Facebook, Twitter and LinkedIn- appropriate platforms for Quota's target audience.
4. **Website Promotion** - a unique website for Quota USA will be designed and managed. The domain name is: [www.quotausa.org](http://www.quotausa.org). Clubs can link their websites to the national one and/or they have the option of their own page.
5. **Communication** - a communication plan will be created to include:
  - Presidents' conference calls quarterly - review and discuss high interest topics
  - Presidents' community - the online platform will allow for members and presidents to share ideas and have workshops
  - Email communications - individual members will be kept up to date with email communications.
  - Member engagement - communication enhances member engagement
6. **Online Dashboards for Each Club** - each club can access their membership stats and roster. Stats will be readily accessible for grant applications.
7. **Document Library for Each Club** - no more rummaging through attics, garages and offices for records. Clubs can store all of their documents online: financials, minutes, programs, service hours etc. This service again enables accessible and key data for grant applications and IRS reporting for charitable organizations.
8. **Leadership Training** - CMG will provide board training seminars for Quota USA club board members to provide national standards of board operations.
9. **Database Administration** - CMG will keep and manage members contact information. Quota International's database is not accessible after September 30. This is one of the reasons that we have a sense of urgency. **QI will only release member information to Quota USA if they have the club's permission in a signed Quota USA agreement.**

10. **Service** - CMG will assist clubs with their service focus by bringing information from national service trends and the other clubs that they manage. They are a resource of service information from outside the Quota network.

### **What are CMG's basic fees for service and term of agreement?**

CMG's agreement is for **one year** which allows Quota USA to develop and test its structure. CMG's fees are \$55 per member per year, less than the current \$79 QI fee and a lot less considering that regional fees are off the table. CMG will bill and collect from individual members or the club. Clubs will receive refunded dues from QI and possibly their region, so the first year's Quota USA dues could essentially be free.

### **What other resources can CMG provide to Quota USA clubs at affordable rates?**

- Guidance, Training and Targeting Foundations for Grants.
- Guidance, Template and Bylaws for the establishment of a 501c3
- General Liability Insurance
- Event Insurance
- Directors and Officers Insurance

### **What are the benefits of becoming a member of Quota USA?**

- Continue to develop and grow locally with the credibility of a national brand
- Continue the club's local traditions of service, fundraising, and fellowship without QI restrictions but with a supportive national network of like-minded people.
- Employ national branding when applying for foundation service grants
- Enhanced focus on the club's mission with many administrative tasks handled by CMG.
- Maintain a connection with other USA Quota clubs after QI dissolves with CMG database management
- Enjoy a well-established communication platform that will enable information sharing and fellowship among Quota USA clubs
- Benefit from professionally stored and easily accessed records and dashboard information needed for leadership transitions and grant applications
- Compete in the international, national and local volunteer service space for service dollars and members

### **Will Quota USA have regional and national meetings and conferences?**

None are planned. Communication will be on a digital platform with conference and video calls to keep fees affordable.

### **How can a club join?**

Individual clubs may join by signing an agreement with Quota USA. Members or clubs will be billed after the signed agreement is returned. Return the agreement to: [members@quotausa.org](mailto:members@quotausa.org) or mail to:

Att: **Bobbie Carey**  
**The Communication Institute**  
**8146 One Calais Avenue**  
**Baton Rouge, LA 70809**

### **What is the deadline?**

Quota International is dissolving September 30, 2020. Our goal is to receive agreements from clubs representing a minimum of 400 members by October 30, 2020. This means that club presidents need to act with a sense of urgency. If you have questions, you can email them or participate in scheduled presidents' conference calls in September. You may also contact one of the co-chairs.

### **Can individual members join separately?**

The committee is considering a provision for members whose clubs are dissolving to join Quota USA. Interested members should contact us: [members@quotausa.org](mailto:members@quotausa.org).

### **What is the risk?**

Quota USA will start its inaugural year October 1, 2020. Without an administrative, communication and national brand platform, local clubs will be on their own in an extremely competitive, technologically advancing world of volunteer service and fundraising.

### **Co-Chair Contacts:**

Mary Pribich: [mary.pribich@gmail.com](mailto:mary.pribich@gmail.com) 330.936.4775

Bobbie Carey: [barbara@tciconsults.com](mailto:barbara@tciconsults.com) 225.907.3016

### **Quota USA email:**

[members@quotausa.org](mailto:members@quotausa.org)

## **CALL TO URGENT ACTION**

Join an exciting new locally based, nationally branded organization. Compete in the changing world of volunteer service and fundraising. Connect with other Quota members who want the proud name of Quota to continue.

Let us keep the Spirit of Quota alive.  
**Join now!**