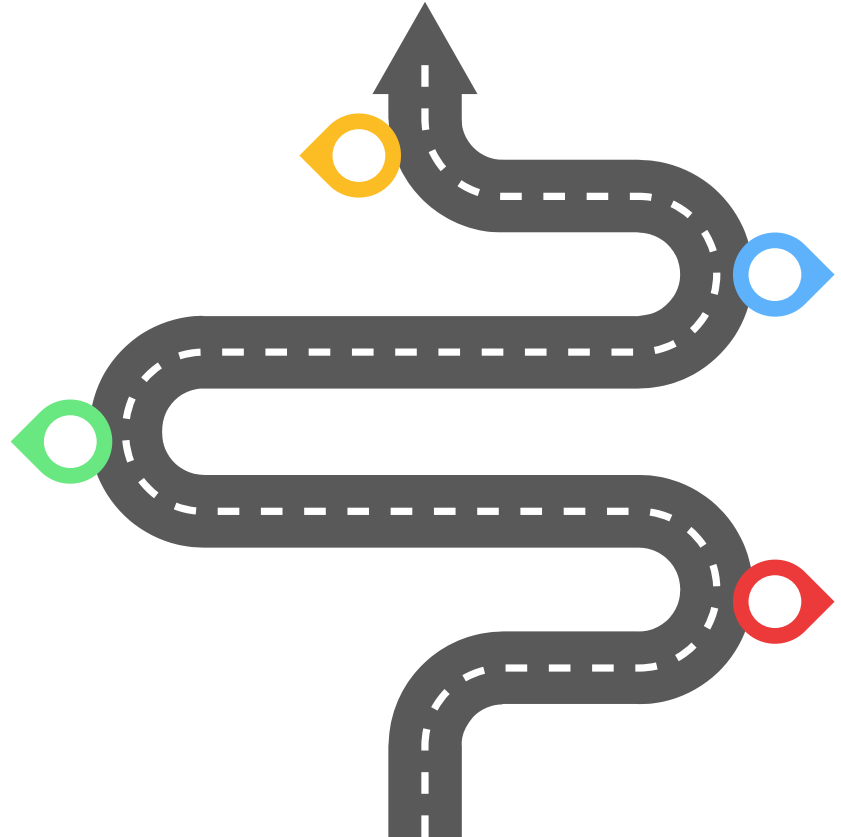
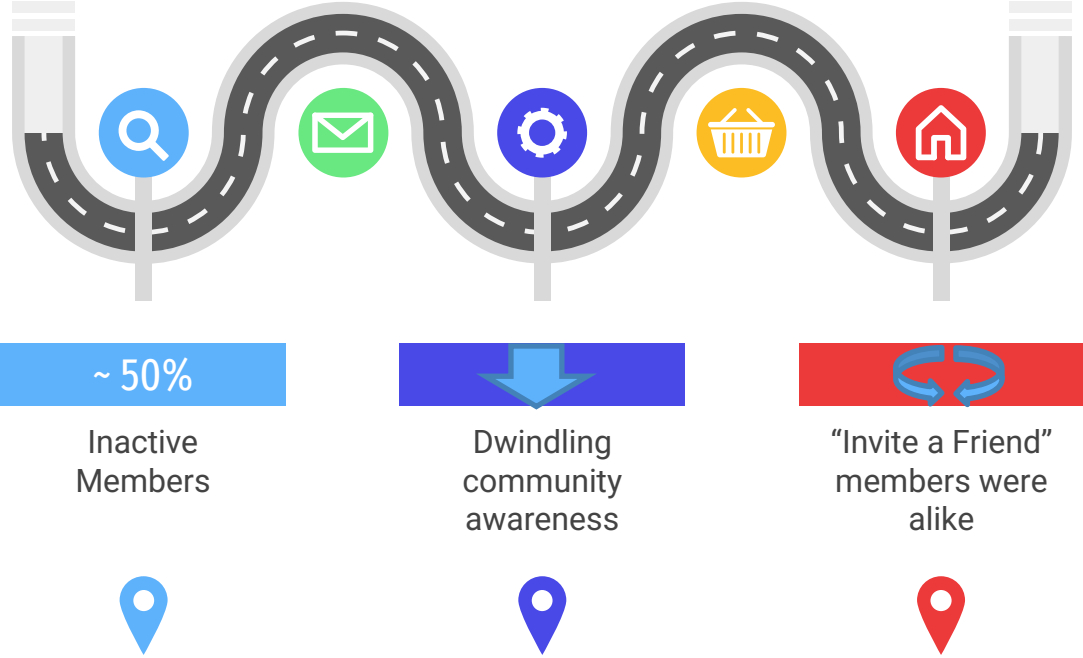


# Roadmap To a Stronger Organization

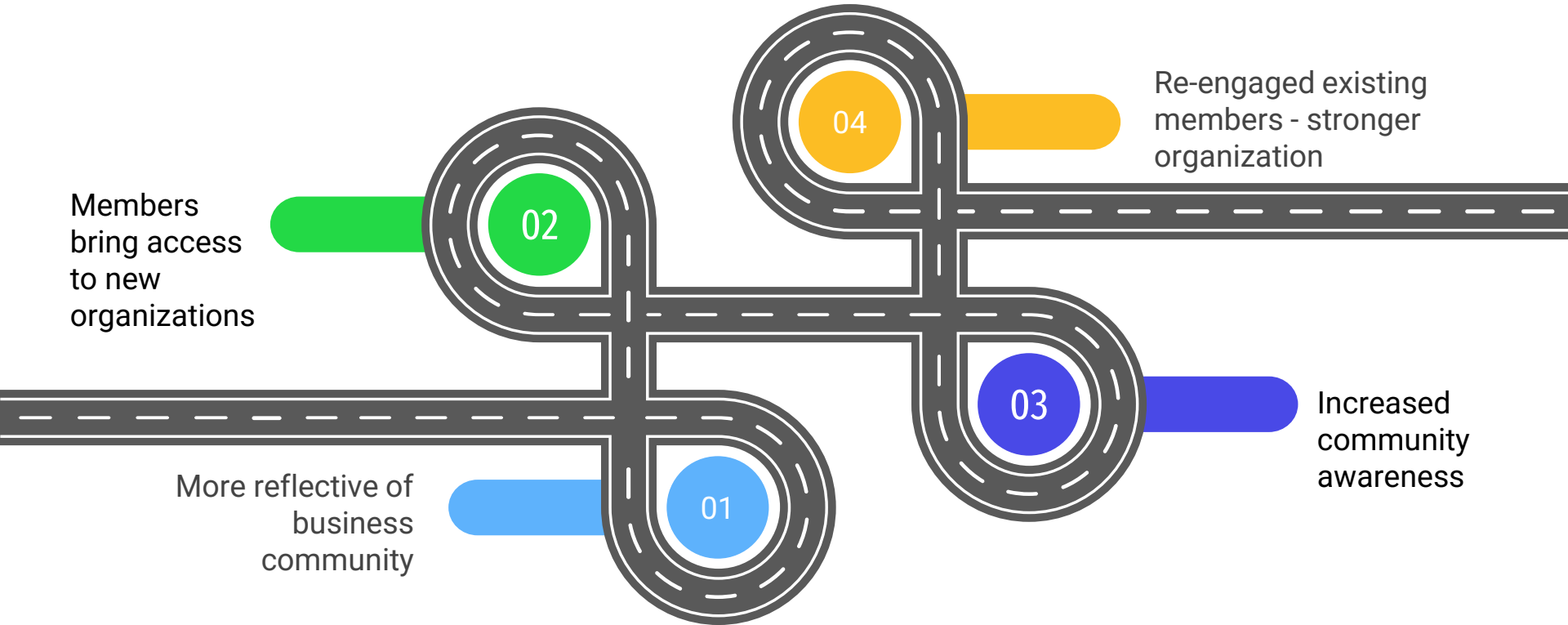
Kathe Falls  
(the opinions expressed are my own)



# Why New Plan Was Needed



# Benefits of New Plan



Members bring access to new organizations

More reflective of business community

02

01

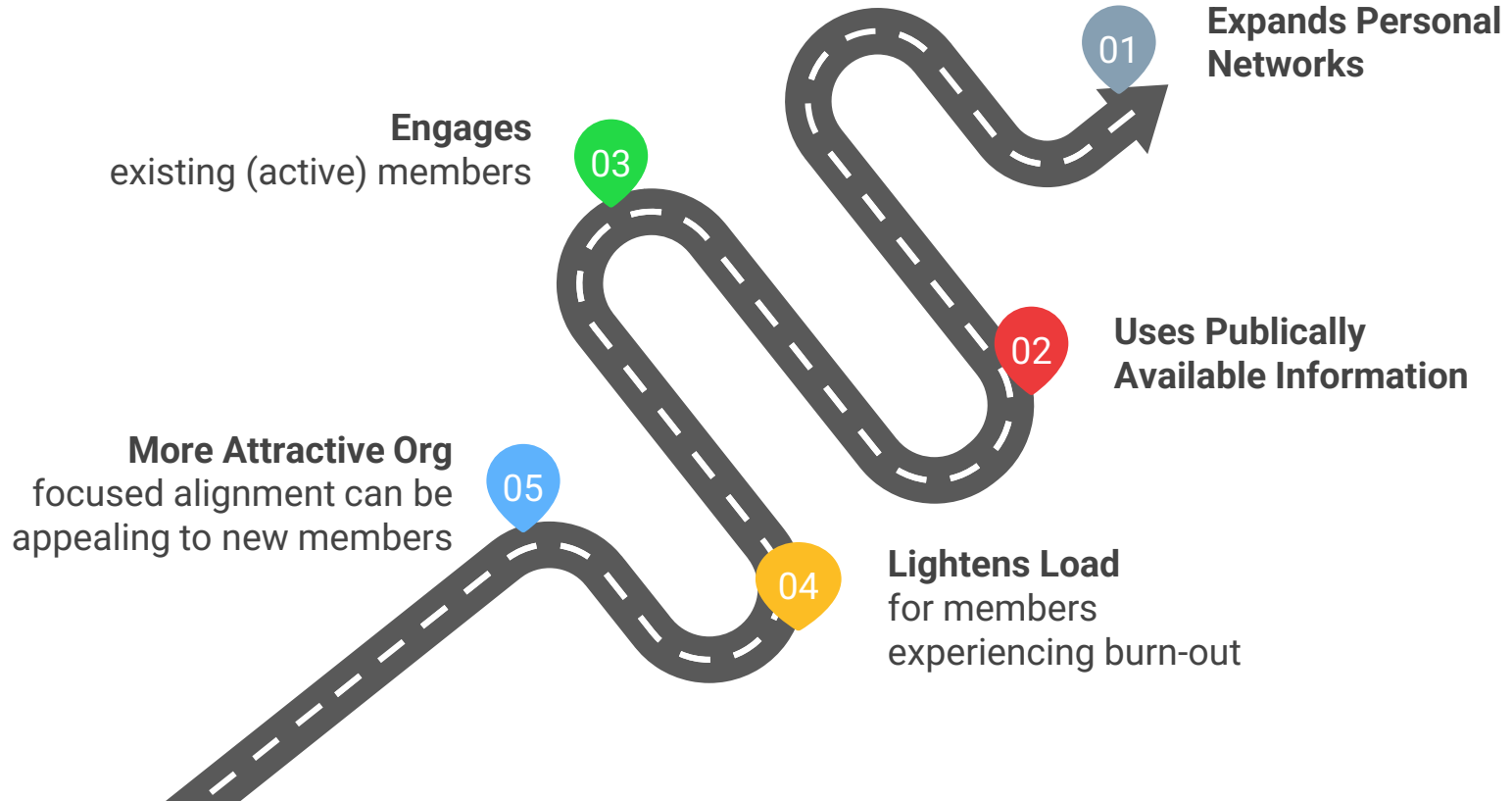
04

03

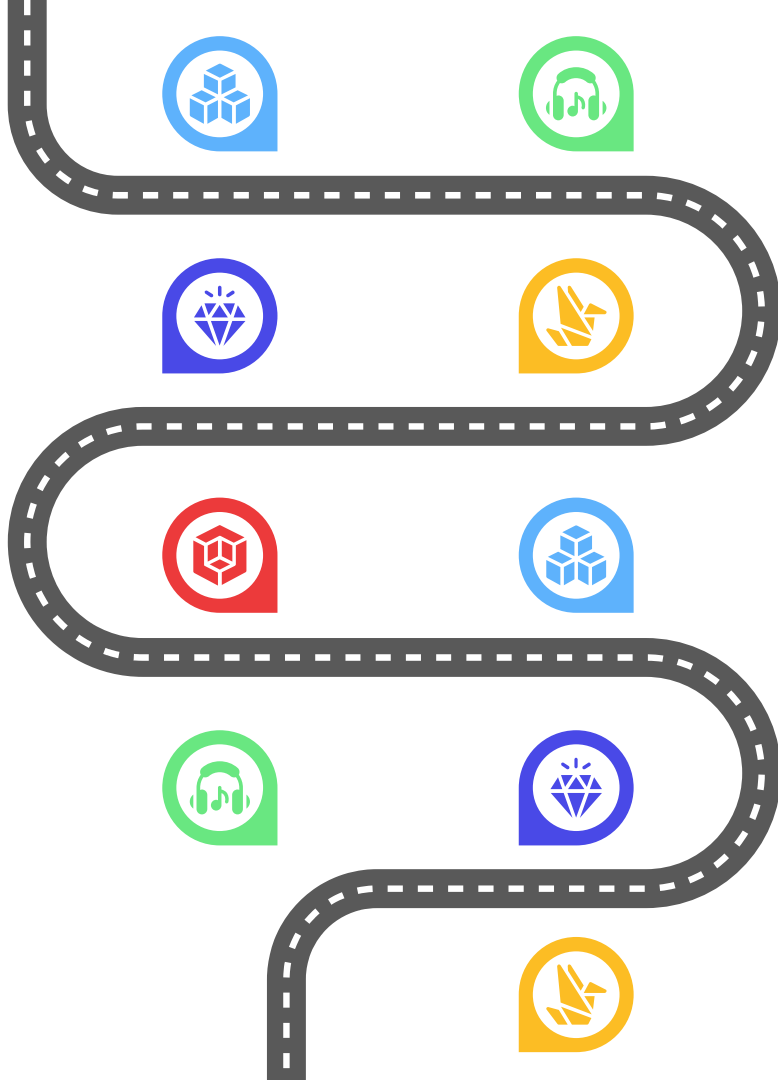
Re-engaged existing members - stronger organization

Increased community awareness

# Advantages of New Plan



# The 9 "Pit Crew" Members



Alison Walker

Bobbie Carey

Barbara Clark

Bridgett Coleman

Kathe Falls

Mary Anne Young

Mary Kay Carlton

Meg Marshall

Sandy Blake

# Fast Forward: The Results

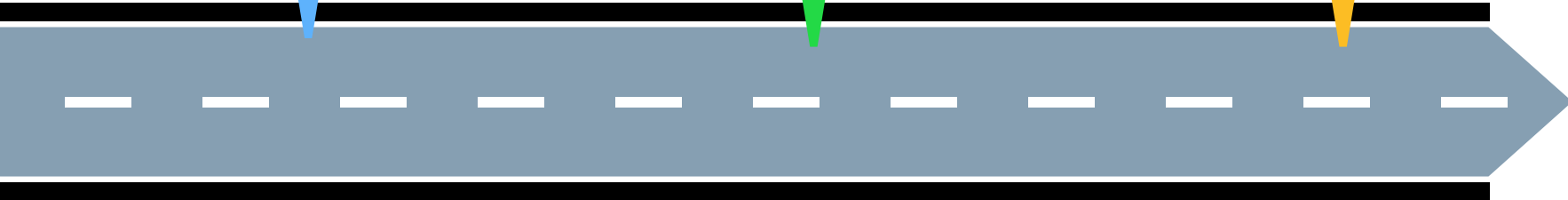
Targeted Leads



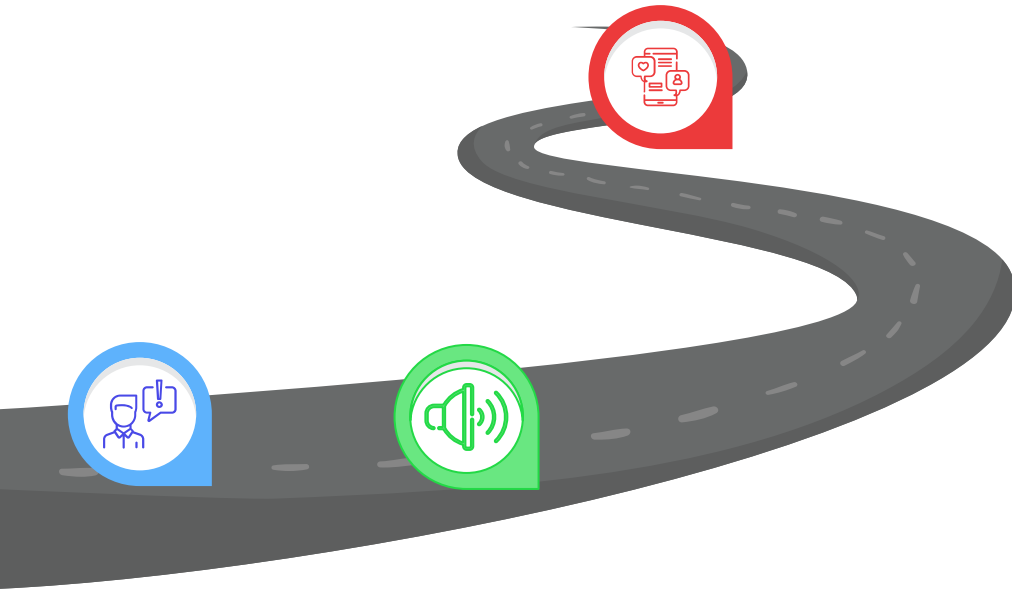
Interested  
Prospective  
Members  
(35% of nominees)



New Members  
(74% of prospects; 28%  
of targeted leads)



# Destination (initial charge – Recruit, Onboard, Engage)



## Recruit

Develop & implement strategic process to enlarge membership with professional women who are reflective of the business community

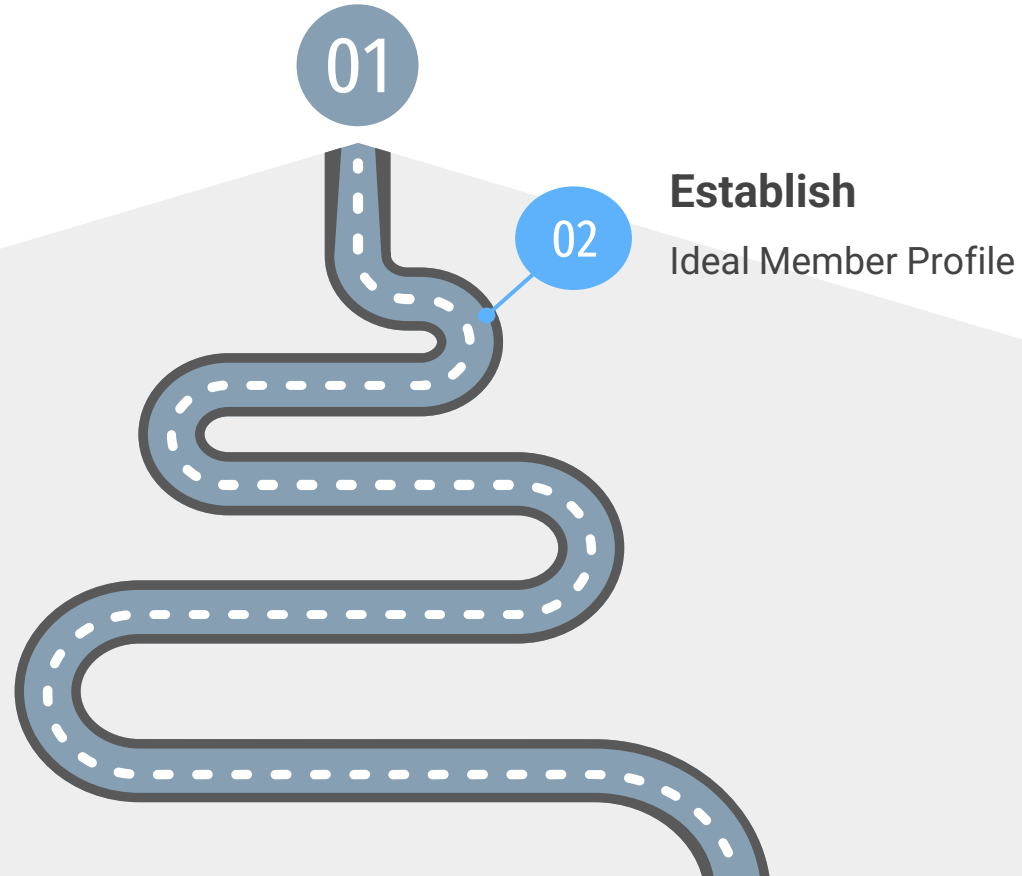
## Onboard

Educate & integrate new members into organization

## Engage

Ensure that new & existing members remain active in the organization

# Roadmap Overview



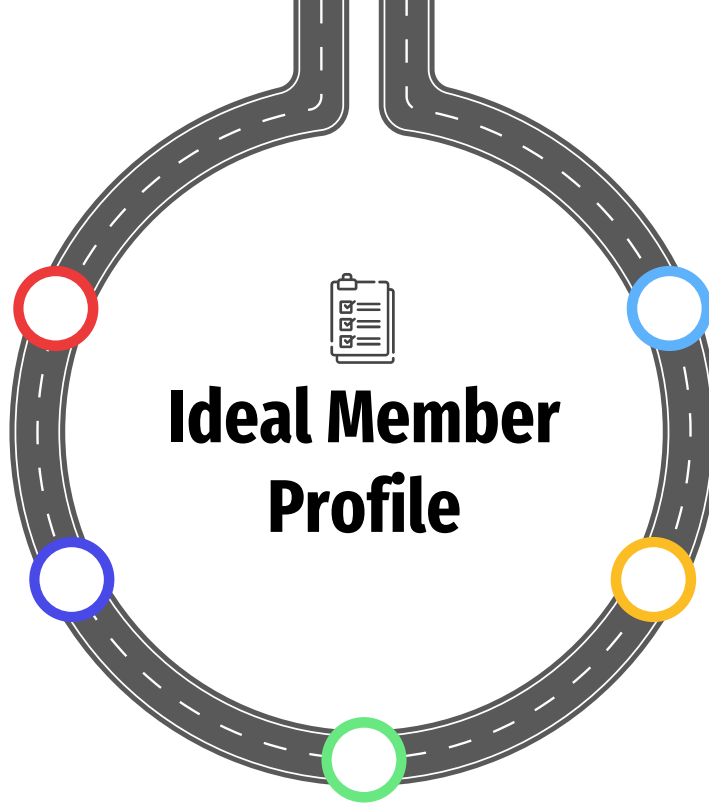


## Professional

Management positions held

## Educated

College degree or higher



## Professionally Accomplished

Recognized leader in field

## Heart for Service

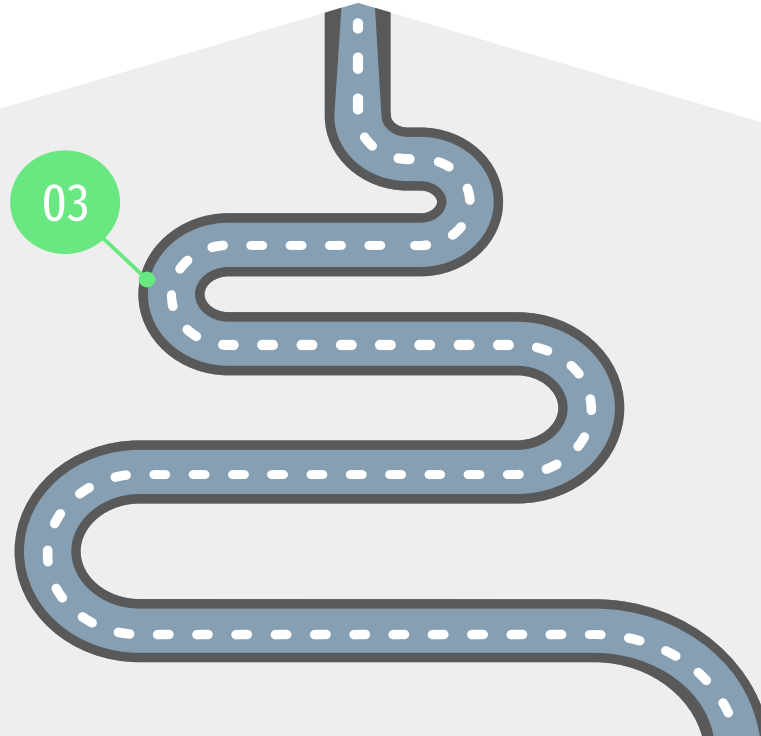
Demonstrated community service

## Holistic Review

Each person vetted individually

# Roadmap Overview

**Identify**  
Organizational Gaps



# “Filling Station”

---

## Select Target Industries

Finance

Building &  
Construction

Environment

Healthcare

Legal

Insurance

Education

Technology

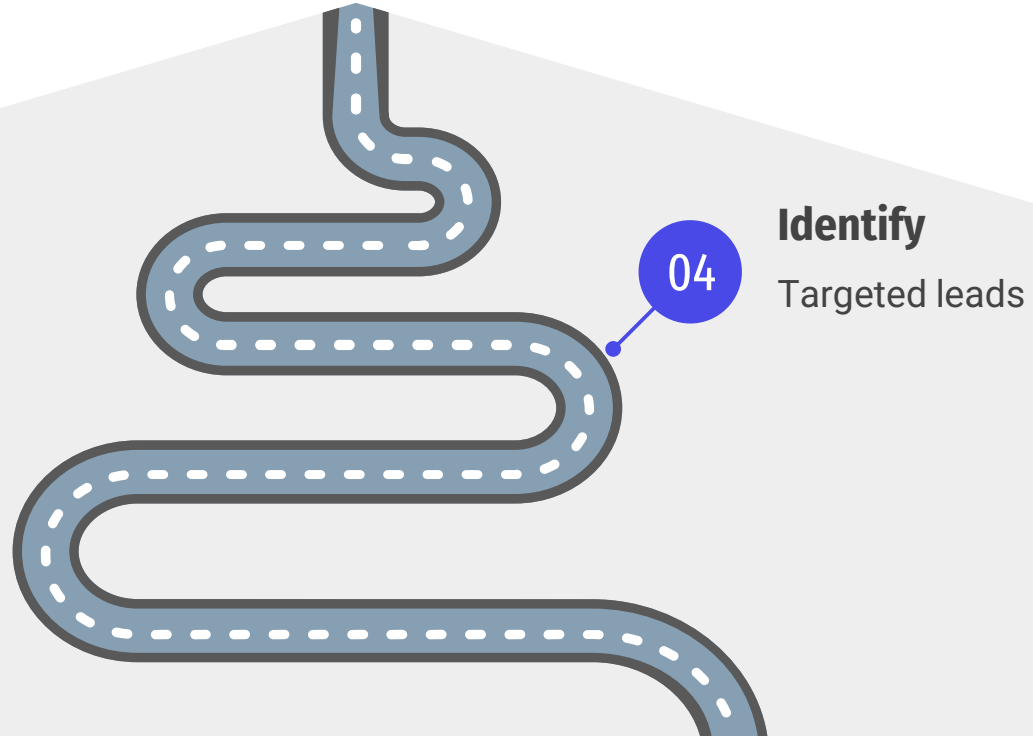
## Select Companies/Orgs.

### Research Sources:

- Greater Baton Rouge Business Report Book of Lists
- Top 100 private companies
- Women-owned Businesses

- Each committee member was assigned one industry to research
- Discussed aligning industry targets with fundraising beneficiary

# Roadmap Overview



# IDENTIFY POTENTIAL MEMBERS

Consider	Identify	Review	Vet	Approve
Skills gaps in existing members	Highest-ranking women in each co./org	"Forty Under 40", women in business, recipients of other significant awards	Bio Review* (web, industry assoc., LinkedIn, etc.)  same process for everyone	Membership approval of nominees before contacting prospective new member

- Committee members identified 10 potential members from their assigned industry
- \* If bios were not accessible, we asked Quota members (not the nominee) to complete an application

# Roadmap Overview

Reception

05



**71** invitations sent

**26** RSVPs from potential members

**22** Potential members attended

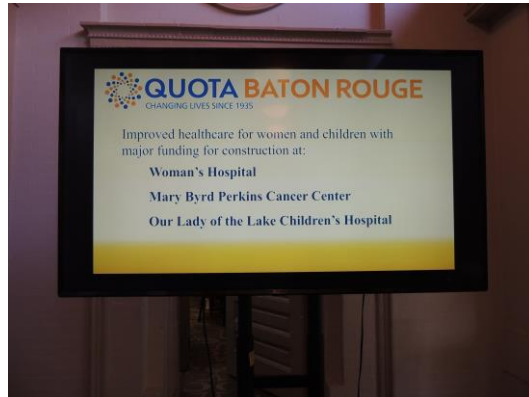
**28** current Quota Baton Rouge members attended

**11** “No” RSVPs but wanted more information



# Behind the Scenes

- Created:
  - Brochure
  - Pull-up banners
  - Digital “impact” presentation
- Sent attendee list to Quota members who were attending
- Assigned Quota members with specific responsibilities during the reception (greeter, photographer, hand out brochures, nametags & sign in table, etc.)







**QUOTA BATON ROUGE**  
CHANGING LIVES SINCE 1935

**A PASSION FOR SERVICE AND SHARING**

## Major Service Projects...

The organization provided \$43,000 to children's programming at LPB and has given over \$200,000 to LSU for scholarship programs and to open higher education to deaf students in our state. Quota members also participate in hands-on service activities that benefit our community.

Quota gave \$70,000 to Our Lady of the Lake Children's Hospital. Quota co-founded The Baton Rouge Speech and Hearing Foundation and donated \$60,000 to The Emerge Center.

### Quota Raises Funds...

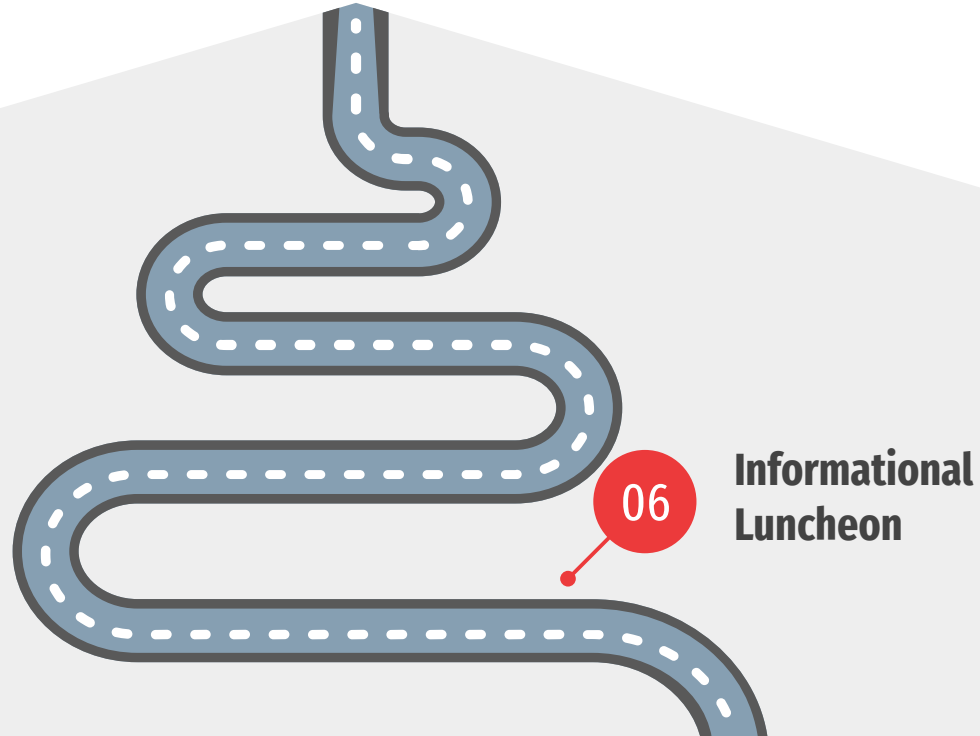
For 55 years, Quota Baton Rouge raised service funds through the Open Door Tour, a tour of private homes with superior architecture and interior design. In recent years, Quota raised funds with the "Eyes on the Ties" Gala, which features a live auction of celebrity signed ties and other celebrity signed artifacts. All members are encouraged to help make our fundraising events a success.



### Our Members are Exceptional People...

Quota Baton Rouge is a club by invitation. Members are managers, owners or professionals who have a passion to excel in their careers and to make a difference in the lives of others. They share the values of service, fellowship and friendship with other members. The words that Quota members live by are expressed in the "Collect," which is said at every meeting.

# Roadmap Overview



# QUOTA BATON ROUGE

HOSTED BY  
QUOTA MEMBERSHIP COMMITTEE ◊

## LUNCHEON FOR TALENTED WOMEN

This event will provide an exclusive  
opportunity  
for prospective members  
to receive an indepth look at who  
we are  
and learn more about how Quota  
serves  
the Baton Rouge Community.

TUESDAY, JUNE 7  
11:30AM - 1:00PM CDT

JUBANS RESTAURANT & BAR  
3730 PERKINS RD  
BATON ROUGE, LA 70808



38 attendees (20 prospective new members)

# Behind the Scenes: Handouts

## Created:

- Member Quotes
- Committee Descriptions
- Officers and Leaders
- Membership Roster
- Calendar of Events
- Member Expectations

## Included (previously created):

- Brochure
- Quota Collect
- Bylaws
- Membership Application



## *Words from Our Members*

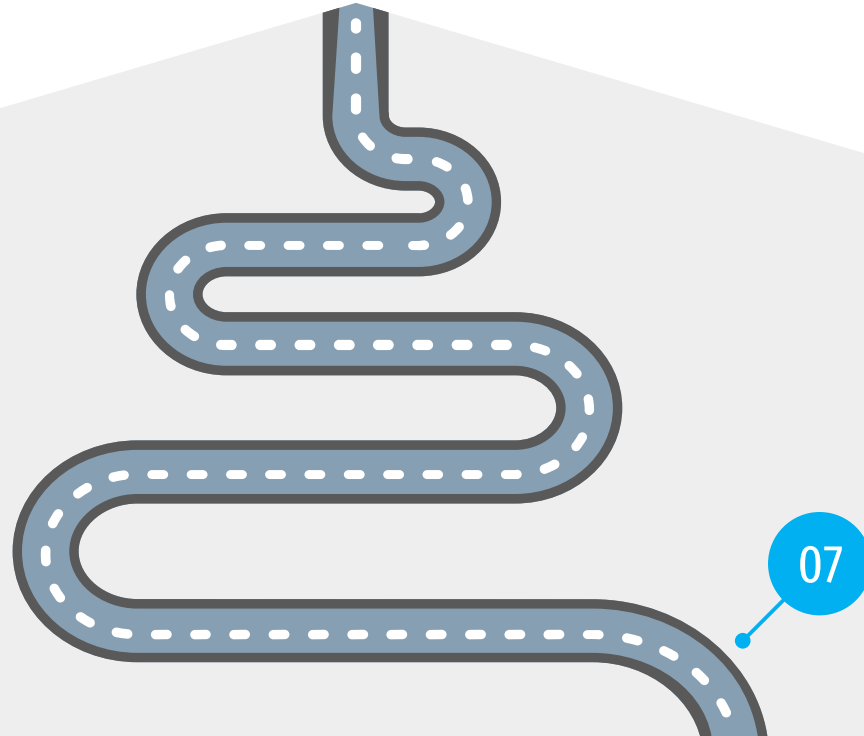
*"FRIENDS, FELLOWSHIP, FUN! Quota Baton Rouge offers members an opportunity to make a difference in the Baton Rouge area." **Bernice Arboneaux**, a 29-year member*

*"Quota has been like an open door that invited me into a room filled with opportunity and wonderful, talented, professional women who all wish to make a difference in our community." **Diane Berry***

*"Quota to me is service and friendship. It is an effective and efficient way to support the needs of the community and have fun doing it." **Barbara Beckmann***

*"I joined Quota Baton Rouge in 1992 to become part of the strong network of executives, business owners, and professional women who come together for friendship, leadership development, and service to our community. I am very proud to be associated with such a fine group of women who are dedicated to changing lives in Baton Rouge." **Debra Charles***

# Roadmap Overview



07

**Installation &  
Engagement**

# Critical Stage: Engagement

- Multiple Installation Ceremonies Held
- Plan called for POCS to take a lead with new member engagement

The Journey  
Continues...

