

**ROADMAP TO A STRONGER ORGANIZATION
THROUGH COMMUNITY AND MEMBER ENGAGEMENT
By Kathe Falls, Quota Baton Rouge**

Summary of Kathe Falls presentation at Quota USA conference on September 18, 2022.

Throughout its history, Quota has engaged and invited new members through a “bring a friend approach.” This new method supplements this approach by looking at the business and professional segments of the community and determining professional women (40-60 years old) who have a heart for service.

When the club better reflects the community, individuals, companies, and organization will develop a better awareness of Quota and support its service and fundraising efforts.

These are the 10 critical steps to the methodology:

Step 1. Select a Champion of this strategic approach to lead the effort and then work with that person to select a dynamic team that has a passion for the work and diverse backgrounds. Ideally, the size of the membership committee should not exceed one-third of the active members of the organization.

Step 2. Develop the ideal member profile: professional (management positions), professionally accomplished, educated (college degree ideal), heart for service

Step 3. Each committee member is assigned a business or professional segment – such as Finance, Healthcare, Legal, Building and Construction, Environment, Legal, Insurance, Education, Technology. Within their assigned segment, each committee member is asked to identify up to 10 leading companies in the community.

Step 4. Committee members use public information and look for women who fit the profile. Sources—Facebook, Linked-In, Corporate and Company Websites, 100 Top Companies, Newspaper Articles, Honoring Lists- Most Influential Woman, etc. Members research the women in their segment that seem to fit the profile. They send information to the Chairperson who develops a spreadsheet. The Committee reviews the spreadsheet. The committee develops a big list of three times the number of people who will probably eventually join. Since these women do not know Quota, they will not all respond. Each member strives to present 10 women from their industry. The women you want will have publicly available information.

Step 4. The Committee presents their list to club members for pre-approval. The names are confidential at this point and the potential members are not contacted.

Step 5. The Committee develops a general brochure about their club and its impacts on the community. They also develop a presentation packet for later use: List of Officers, Details about Dues and Meetings, a list of current members and Q & A. The club website is updated.

Step 6. The Committee arranges a reception. The venue must give the club a professional image with the ambiance, food, wine, and decorations. These are accomplished women and will not be impressed by a Church Hall reception. Club members are alerted to the date and asked to attend if possible.

Step 7. Potential women are invited with a well-designed email invitation to a “Reception for Talented Women,” “You have made your mark in your career, come make a difference in your community.” Lots of time for RSVPs. Invitations are sent by email and followed up with one phone call checking to see if they received the invite. Only “No” RSVPs are required.

Step 8. Reception is orchestrated so that greeters and members are paying attention to the invited women. Signs and POP-UP Banners are used. Banners show service and fundraising. The club needs a strong brand image. The President makes short remarks emphasizing the impact of the club on the community. A PowerPoint with photos running is helpful to show fun, fundraising and service work. This is a “getting to know you reception.” No hard selling. Invite the guests to introduce themselves. Do not allow the members to introduce themselves because you do not want to emphasize current members – just the guests. Brochures about the club are available on a table, everyone has a name badge and wine, and wonderful appetizers are available. It is an afternoon reception after work – 5:30-7:00pm. Background or live music is a nice touch.

Step 9. Invite the guests who attended the reception and the women who did not attend but said they were interested to an informational luncheon. Send a Talented Women invitation by email. Follow up email with a phone call. At this luncheon, guests do not pay but members do, and members make an effort to visit with guests and introduce themselves. The venue should be very nice, a place where accomplished, professional women would want to go for lunch. A pocket folder containing a member application, list of officers, list of members, Q & A and a brochure is given to each guest when they leave. The President gives more details about the club. Two well-spoken, high-profile members speak about the benefits of membership. The luncheon is in and out in one hour. Guests are encouraged to join and given a 30-day deadline. Each potential member is assigned a Point of Contact Member who should check in with them to see if they have questions.

Step 10. Receive member applications and arrange for installation of new members during the club’s regular lunch. Most business and professional women prefer to meet at lunch. Your club may need to change when and where you meet. Again ambiance, food and atmosphere are all important. No cafeteria lines or public places. Need a private room with good food and ambiance.

Baton Rouge had 71 targeted leads, 27 attended the Reception and/or Luncheon and 20 joined. This method will work for any club. It can be scaled up or down. If you have questions or need advice contact Kathe Falls, kathefalls22655@gmail.com

Note-STEM for girls is a service direction that seems to appeal to this group of women. We are working on the engagement piece so stay tuned.