




## QUOTA USA PROMISES MADE... PROMISES KEPT

In 2020, US-based Quota Clubs joined together to form Quota USA, an association of clubs located in the United States who want to preserve the core values of Quota by sharing ideas, encouraging each other, serving their communities, and enriching the lives of their members.

For its inaugural year, Quota USA committed to offering the following benefits of membership and delivered on that promise.




### NATIONAL BRANDING

New logo and tagline designed and launched.




### LEADERSHIP SUPPORT

Board Training provided for club Board members and CMG met monthly with Zoom calls to Executive Committee and Co-Directors.




### MARKETING & PR

Website, Facebook page and printable marketing brochure developed and promoted.




### DATABASE ADMINISTRATION

CMG has managed the clubs' database of members and provided a dynamic online roster of contact information for each Club.




### WEBSITE TOOLS

The QuotaUSA website offers a Document Library, Topic Forums, Digital Library for Rosters, Club stats, Individual Club Website pages.




### SERVICE

Boxes of Hope unified service project organized by Quota USA and implemented by Clubs.




### COMMUNICATION

Monthly Topics presented by Zoom to Presidents and any interested member. Topics covered service, fundraising and fellowship. All Zoom calls were recorded and posted on the members-only website. Direct Email to members started in October with Holiday Club ideas and programs.



### NETWORKING AND RESOURCES

Quota USA has offered individual Quota Clubs ideas from outside their area to strengthen their service, fundraising and fellowship programs. Kept members clubs connected in a very difficult pandemic environment and offered encouragement to club leaders.



### 501C3 TAX-EXEMPT STATUS

Guidance provided to Clubs regarding 501c3 Tax-Exempt status application process. Clubs have the opportunity to engage CMG to manage submission to the IRS.