

Spring '07 Development and Growth Update

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Launching new clubs in a totally brand new community, away from any other Quota club, is an exciting way to grow Quota. But is it the only way? “No!” say organizers of two Silver Q clubs located in Ontario, Canada.

Now...just what is a Silver Q club? To answer that question, let's go back a few years, to 1999. In the relatively small town of Mariposa, Ontario, Canada, population 28,000, there were a lot of retired people with plenty of time and talents to give. In the nearby Orillia Quota club, member and Past International President Helen MacDonald watched this growing phenomenon and she got an idea! After seeing her husband's Kiwanis club form an “all seniors” club for retirees in the area, she organized one for Quota!

QI of Mariposa a “Silver Q” club, members meet over lunch (the existing Orillia club meets over dinner), are active providers of hands-on service, and organize large service efforts in their community. They do not, however, engage in fund-raising, which, contrary to conventional wisdom, is a perfectly respectable way to operate in Quota! Today the club has 22 members (including PIP Helen), up from 17 when it chartered in November 1999, and they enjoy many events with their nearby mentoring club, QI of Orillia.

Fast forward to the year 2004. Judy Juniper of Quota's Owen Sound club, also in Ontario, learned that six members of her club were considering retiring from Quota. She got an idea. Having attended the chartering of the Mariposa Silver Q club in 1999, she decided to organize a new home for senior members in the Owen Sound community—and in a year's time she did it! On May 28, 2005, Quota International of Grey-Bruce chartered with 25 members—some of whom transferred from the existing club (including club organizer Judy Juniper), others who were former members who left Quota membership completely, and the rest totally new members. Today, Judy Juniper is the club's current president, and Grey-Bruce's membership has grown to 30 members!

The board of directors meeting has just ended and one of the exciting concepts we discussed was the potential success of Quota's “Silver Q” concept in other Quota club communities around the world. And that's where YOU come in!

I would like to ask you and your fellow club members to talk about the Silver Q concept at an upcoming meeting and discuss if this is a model your club might consider organizing in your own or a nearby Quota community--as a club or a branch (which requires only five members to launch!).

Here are some benefits of this model...

- A new Silver Q club or branch offers Quota affiliation for potential members who want a different Quota experience than the experience your current club offers.
- Organizing a second club (or branch) in a community makes good sense. Not only does it save organizing time and money, but local contacts are already in place and do not have to be cultivated.
- A second Silver Q club or branch in a community doubles the amount of service that can be accomplished in a region! And having a sister club or branch nearby increases the Quota fellowship and fun.
- Organizing a new Silver Q club or branch offers a way for (1) current club members who may be considering retiring from your Quota club to remain affiliated in a different way or resigned members to rejoin Quota.
- Any club in Quota is welcome to become a Silver Q club by simply deciding to eliminate fund-raising and engaging in hands-on service only. No papers need to be filed, no forms filled out; club members simply need to agree that they want to operate this way. Organizing a new Silver Q club in every district would make a great district-wide project, so your club might consider contacting other clubs to see if you want to work together on this initiative. I'm going to ask your district governor to contact your club to follow up to see if you have interest in exploring this model in more depth and if there are any ways Quota's leaders or staff can help. You are also welcome to e-mail (dperrine@hotmail.com) or write to me (5964 Secrest Road, Wooster, Ohio 44691, U.S.A.) directly.

We have lots of information available on our international web site on how to organize a new club or branch. And if you don't have access to the Internet, we are happy to mail the information to you. And we have a great staff able to assist every step of the way with your organization effort: Ingrid Miller in Quota's Washington, D.C. office (ingrid@quota.org / 202.331.9694) and Beris Pritchard in our Australia office (berisp@worldoptions.com.au / 07 3283 3006).

In closing, I want to remind you all, that we may belong to different clubs in different communities and countries, but we are members of one family--our Quota family, and together we are making a difference, touching lives in need, and making the world a better place. I thank you for discussing this concept at your next club meeting. And remember, we can't "grow on" without you.