

# The Hot Spot

Membership Newsletter for Local P.E.O. Chapters

July 2018

## MEMBERSHIP MOMENT – *Sharing moments of your meetings*

How are you keeping in touch with your sisters who can't make it to every meeting? Taking a chapter selfie or sending an Instagram is a great way to share a chapter moment with your P.E.O. sisters. Look for an opportunity at an upcoming meeting to capture the room of sisters in a photograph. You might even plan ahead and encourage as many members as possible to attend. You can post the photo on your Facebook page or Instagram as well as share it in an email or card with those who weren't able to be there. Consider posting it on your state, provincial or district Facebook page as well as sharing it with other members so they can post it on their own social media pages.



[www.peointernational.org](http://www.peointernational.org)

### Red Toolbox Spotlight

Do you know how many resources there are on the International website which were developed specifically for use by your local chapter membership committee? You can access ALL of these resources through the [M](#)embership Begins With [ME](#) brochure. When you access it through the website, you can click on any of the titles to have it at your fingertips. The best part might be the calendar. It gives you suggestions for what your committee can do each month to keep membership at the forefront of your chapter. Your entire chapter is the “membership committee” and if you are the chairman of that committee, you are their leader.

## Convention of International Chapter Membership Workshop

### Involve Your Outer Circles

All of us have an outer circle of friends, coworkers, and acquaintances we've developed in our lifetime. Maybe you come into contact with them frequently through work or social activities; or perhaps you just see them occasionally. Are you talking to them about P.E.O.? Do they know how much P.E.O. means to you? Tell them what we do and how many women we help every year. Tell them about the loving concern we have for each other in this Sisterhood. Talking about P.E.O. to those in your outer circles could be a way of getting them interested in membership.

Be ready with information when they ask questions. You can download the [Guide for Nonmembers](#) brochure and be ready with your elevator speech and mission statement whenever the conversation turns to questions about P.E.O. Invite them to your social meetings and fundraisers so they can

see for themselves how much fun you have.

Especially be ready to talk about our projects and what we have to offer women to help them reach their educational goals. Be proud to talk about how we have changed the lives of thousands of women through education. And when they show interest in membership, be sure to follow through.

Here is an interesting fact: 43% of the nonmembers who have inquired about P.E.O. membership via Contact Us on the P.E.O. website say they heard about our Sisterhood from a family member, friend or acquaintance. That's revealing – the stories you share about P.E.O. and the wonderful work we do inspires other women. Be intentional about recognizing interest. Follow up by introducing these women to sisters in your chapter or sending an [Introduce a Woman](#) form on their behalf. You are their link to membership.

## Upcoming Events

### Let's Go Find the Others



Now is a perfect time to start collecting names on [Franc's List Worksheet](#) or add to the lists you've already started. Summer social activities are a good way to introduce those on your list to your chapter sisters. Be ready in October!

