

The Hot Spot

Membership Newsletter for Local P.E.O. Chapters

June 2018

MEMBERSHIP MOMENT – “Let’s Go Find the Others”

Wouldn't it be great to be initiating someone during “Let’s Go Find the Others Month” (October)? Now is the time to start introducing your nonmember friends and family to your P.E.O. sisters. Why not hand out the Franc’s List Worksheet at your next meeting and engage your chapter sisters in thinking about those in their outer circles who might be possible new members. Even if they put just ONE name on the list, at least that’s a start. There are some good suggestions of what to do next in the [Red Toolbox](#). Finding the others is something that should happen all year long, and summertime is the perfect time to begin. If your chapter hasn’t initiated at least one new member in the last year, make it a priority to review the suggestions provided on the [Franc’s List Worksheet](#). You can find this valuable resource in the New Members> Identifying New Members section of the Red Toolbox. Check it out.

Convention of International Chapter Membership Workshop

P.E.O. on the Go – Nonparticipating Members

At Convention of International Chapter, the Membership Committee had conversation stations centered around specific questions to stimulate conversation and ideas. One of the most popular topics was how to engage nonparticipating members. A popular idea was to send cards or notes to the members missing at each meeting. You could also include your inactive sisters in the effort.

Frequent communication is often the key in getting these sisters back. Let them know they are a part of your group and that they are important to you. A sense of belonging is one of the reasons

P.E.O.s have said our Sisterhood is important to them.

Many of our sisters become nonparticipating because of health reasons, difficulty getting to meetings or inconvenient meeting times. Sometimes it’s just a matter of getting out of the habit. [How to Care for Your Nonparticipating Members](#) is a recently updated program resource in the Red Toolbox (Chapter Health> Nonparticipating Members) that will help you identify the reasons your sisters don’t come to meetings. This program is designed to engage the entire chapter in brainstorming ways to reach each of these sisters and bring them back.



Red Toolbox Spotlight

How to make a cold call

Now that the Introduction of a Woman Who is Not a P.E.O. is automated, hopefully you’ll be getting more and more of these introduction forms. Don’t delay in making contact with these potential members. Here’s a guide on how to make that “[cold call](#)” when you get the form (New Members> Identifying New Members). These are women another P.E.O. sister has personally recommended, so this is a great opportunity to “go find the others.” This resource can also help you find the right words when contacting someone on your unaffiliate list.

Record Articles

P.E.O. for the Next Generation

Be sure to check out the featured article on page 21 of the current P.E.O. Record. This is the first of a series by Coordinator of Membership Development Debbie Clason based on suggestions contributed during her Next Generation Workshop at the 2017 Convention of International Chapter. You’ll find some great ideas on how to attract and keep younger members. And what do we mean by younger, anyway? It’s a relative term. Invite someone who is five years younger than yourself, then she might know someone five years younger than she is, and so it goes.

