

The Hot Spot^M

Membership Newsletter for Local P.E.O. Chapters

July 2019

MEMBERSHIP MOMENT- Every Sister Is a VIP (Very Important P.E.O.)

Your chapter can strengthen its bonds and nurture all sisters with the simple act of reaching out to each other. After your next chapter meeting have each member present look at the two names listed below her name in your chapter yearbook. Then think of the best way to reach out to those sisters to let them know they are Very Important P.E.O.s. Perhaps write a note, make a phone call or suggest meeting for coffee, lunch or a movie. Taking the time to connect outside of chapter meetings is an excellent way to strengthen bonds and build relationships. Just think of how many chapter members could be touched if each member did that after every meeting, going down to the next two names after each meeting. If you have 12 meetings a year each sister will have touched 24 members of your chapter and no one would be left out. This could be a fun way to bring your sisters closer together and ensure the vitality of your chapter.

What to Say to Nonmembers

It's OK to Talk About P.E.O. – Let's Do It!

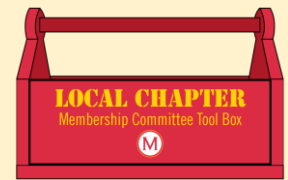
Gone are the days when we didn't discuss *any* P.E.O. matters in the presence of those who are not its members. No longer do we merely "attract" members; we actively promote the Sisterhood. We are NOT a secret organization – and we must be intentional about changing that image. *Unfortunately, there are many who still believe it is not okay to talk about who we are and what we do,* and we must work together to change that mind-set.

The [Brand Tool Kit](#) in the Resource Library, Local Chapter Members, on the International Chapter website has suggestions to help us do that. Taking the time to read that resource will prepare you for what to say when someone asks about our Sisterhood.

Here are some ways your chapter can help promote P.E.O.:

- Notify your local media (radio or TV station or newspaper) when you have a fundraiser, special event or project recipient.
- Use social media to share your chapter celebrations and your love of the Sisterhood.
- Reserve a booth at a craft show or farmers' market and have some informational brochures ready to share.
- Be prepared to share our mission statement with whomever is interested.
- Have business cards printed with your contact information and our mission statement.

We have been given the tools to promote our Sisterhood and its mission in a concise and consistent manner. Let us tell the world what we are all about!



Red Toolbox Spotlight

peointernational.org

Summer Social Event Ideas

Are you looking for ways to introduce your friends to P.E.O.? Check out this resource in the Red Local Chapter Member Toolbox for [Social Event Ideas](#). This document contains ideas for get-togethers that would be ideal for summer in preparation for "Let's Go Find the Others" in October. Remember, there is no limit to the number of social meetings you can have.

What other socials can you think of that are specific for your area?

Upcoming Events

Let's Go Now to Find the Others

Don't wait until October to start looking for new members. If you start now, you could be initiating a new sister by fall. Summer coffees, picnics or lunch at a favorite restaurant are great ways to introduce family and friends to our chapter sisters. Follow up with women in your life who have shown an interest in our Sisterhood. NOW is the time to find the others.

