

The Hot Spot

Membership Newsletter for Local P.E.O. Chapters

December 2019

Membership Moment

Many had the good fortune to hear International President Brenda Atchison's acceptance speech at Convention of International Chapter and it has now been shared for all to read in the [November/December 2019 issue of The P.E.O. Record](#). In her speech Brenda said, "Every effort you make going forward continues to build our colorful, increasingly diverse and meaningful legacy of service to women. You may think that your effort is insignificant...but remember...those small events may be the great things of tomorrow." Consider this as you contribute to a chapter fundraiser or interview a project candidate. Remember this as you have a coffee to introduce your neighbor to your P.E.O. sisters or use the online version of the Introduction of a Woman Who is not a P.E.O. form to introduce your female friend or relative to P.E.O. sisters in another part of the United States or Canada. Each of our efforts collectively will have a big impact on the future of our Sisterhood.

It's Okay to Talk about P.E.O.

Be Prepared with Your Elevator Speech

You are on your way home from your P.E.O. meeting and make a stop at the market to pick up groceries. While you are picking out produce, a woman standing beside you notices your pretty pin and asks, "What does your pin represent?"

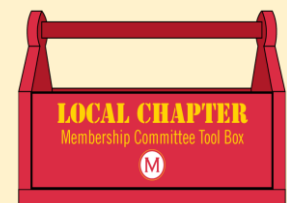
Or you are out for a meal after your meeting and the server takes notice that you are all wearing the same pin. "What is P.E.O.?" she asks.

In both of these situations and many similar scenarios, you have just a moment to share all the amazing things that comprise the P.E.O. Sisterhood. Would one of these questions catch you off guard? Do you know what you would say? It might be well worth giving this some thought so you are ready and feel at ease talking about P.E.O. with nonmembers.

It is easy to become comfortable talking about P.E.O. with a little practice. An elevator speech is a clear, brief message or "commercial" about your subject. The idea behind having an elevator speech is that you are prepared to share this information with anyone, at any time, in the time it takes people to ride from the top to the bottom of a building in an elevator.

A sample P.E.O. elevator speech is included in the [P.E.O. Media Guide](#), available on the P.E.O. website in the Brand Resource Center > Communication Tools.

As membership chairman, schedule time for your chapter to create and practice their own P.E.O. elevator speech. You'll have fun and be ready the next time someone asks "What is P.E.O.?"



Toolbox Spotlight

peointernational.org

Taking every chance to talk about P.E.O. is an opportunity to promote growth and find potential project applicants. The Local Chapter Membership Toolbox has a terrific resource to help you know what to say called the [Guide for a Nonmember](#). You can order copies from the website or download and print it at home. This resource can be given to a nonmember to support your elevator speech. Consider carrying a copy in your bag so it will be handy when you need it.

Program Idea: Plan a chapter activity that involves giving your time to the community or another charity. Opportunities abound from helping serve meals, reading to children, or helping wrap presents or sort donations for another non-profit organization. Consider wearing your P.E.O. attire and sharing who P.E.O. is and what P.E.O. does. These activities give us the great gift of spending time with our sisters while continuing to make a difference in the lives of others. Just what P.E.O.s do best!

