



Every Sister is a VIP (Very Important P.E.O.)

Campaign Timeline and Messaging



Summer 2020

Timeline

- ★ S/P/D receives spring VIP messages for posting on their websites and for use in their newsletters, etc.
- ★ S/P/D leadership posts monthly campaign-related messages on s/p/d website and links them to the International Chapter website and appropriate social media channels throughout the month.
- ★ S/P/D Membership Committee follows up monthly with local chapter membership committee chairman to encourage participation.

July

Suggested messaging

- ★ Use this time to really connect with your chapter sisters. Here are a couple of suggestions.
 - Write a chalk message on her driveway or sidewalk
 - Leave a teacup with a teabag and friendly note in her door – call to make sure she received it.
- ★ Use videoconferencing to introduce prospective members to your chapter. If everyone cannot attend the first one, plan several at different days and times. Make a special effort to accommodate your nonparticipating members.
- ★ Don't forget about your unaffiliates! Invite those who live in your area to a video meeting with your chapter sisters. What a great opportunity to get to know each other and invite them to a meeting when in-person meetings are resumed.
- ★ Have your regularly scheduled program for your chapter during a video call. This is a great opportunity to include your inactive members.

August

Suggested messaging

- ★ Gather little items to create a back-to-school basket for your collegiate member. These could be a bottle of hand sanitizer, a book of stamps, a package of thank you cards, a package of microwave popcorn, gift card, or many other things.
- ★ Set up a telephone game with your local chapter. Have someone start the call with the first name following hers in your yearbook. Pass on the phrase "We're making history together." Each sister then calls the next one on the list and passes on the phrase. If you get an answering machine, leave a nice message and move on to the next name. See

how quickly the message gets back to the one who started it. Was the message still the same?

- ★ Check on your nonresident sisters with a phone call to see what is happening in their lives. Share what you learn with the rest of your chapter at your next meeting – whether virtual or in-person. As you check on them, make sure all their contact information is correct. Pass on any changes to your corresponding secretary.

September

Suggested messaging

- ★ Ask your nonparticipating members to attend this unusual year's Summer Staycation Auction social. Each chapter member brings an item in a gift bag from her staycation. Sight unseen, the auctioneer then auctions them off to the highest bidder. This makes a fundraiser a fun raiser.
- ★ Invite a nonresident sister to give a brief virtual program on the city she lives in. What does she like best? Does she have a new favorite local food?