



Reversing the Trend

Membership Workshop for inactive prevention.

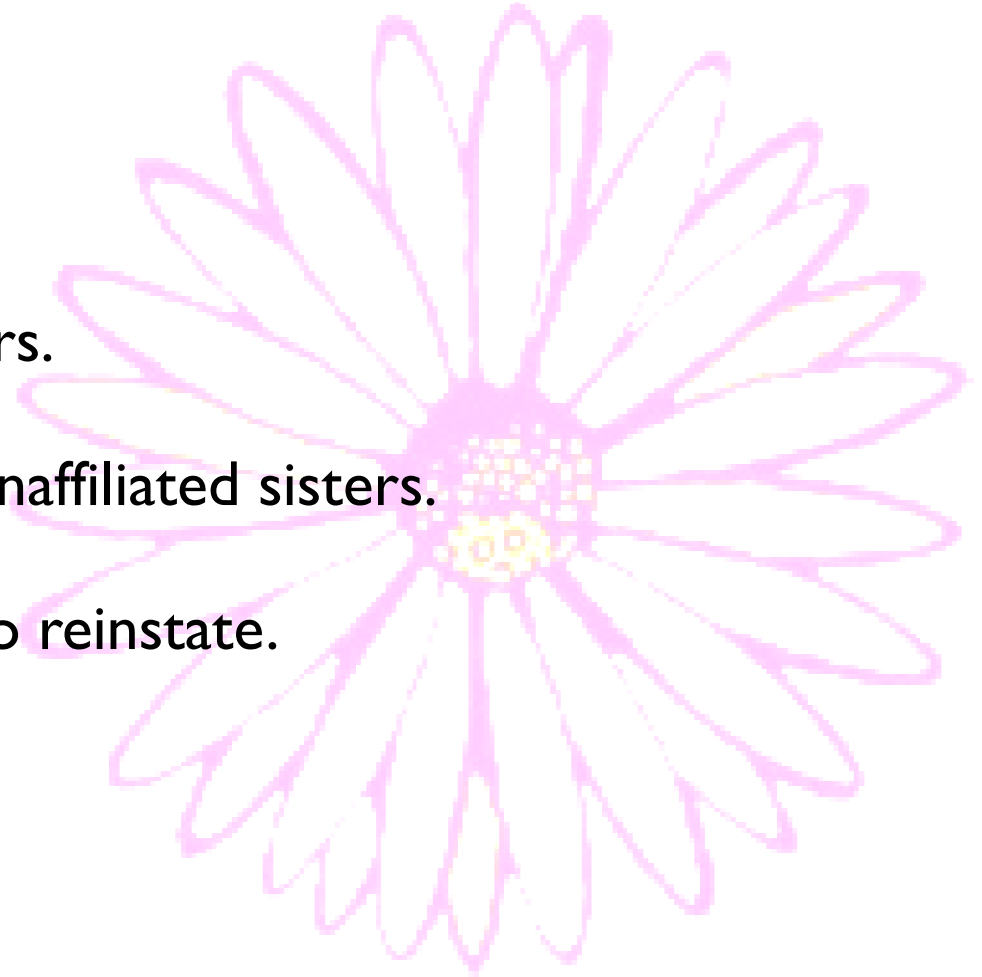
P.E.O. membership involves...

Growing our sisterhood.

Nurturing our active members.

Finding new homes for our unaffiliated sisters.

Helping our inactive sisters to reinstate.

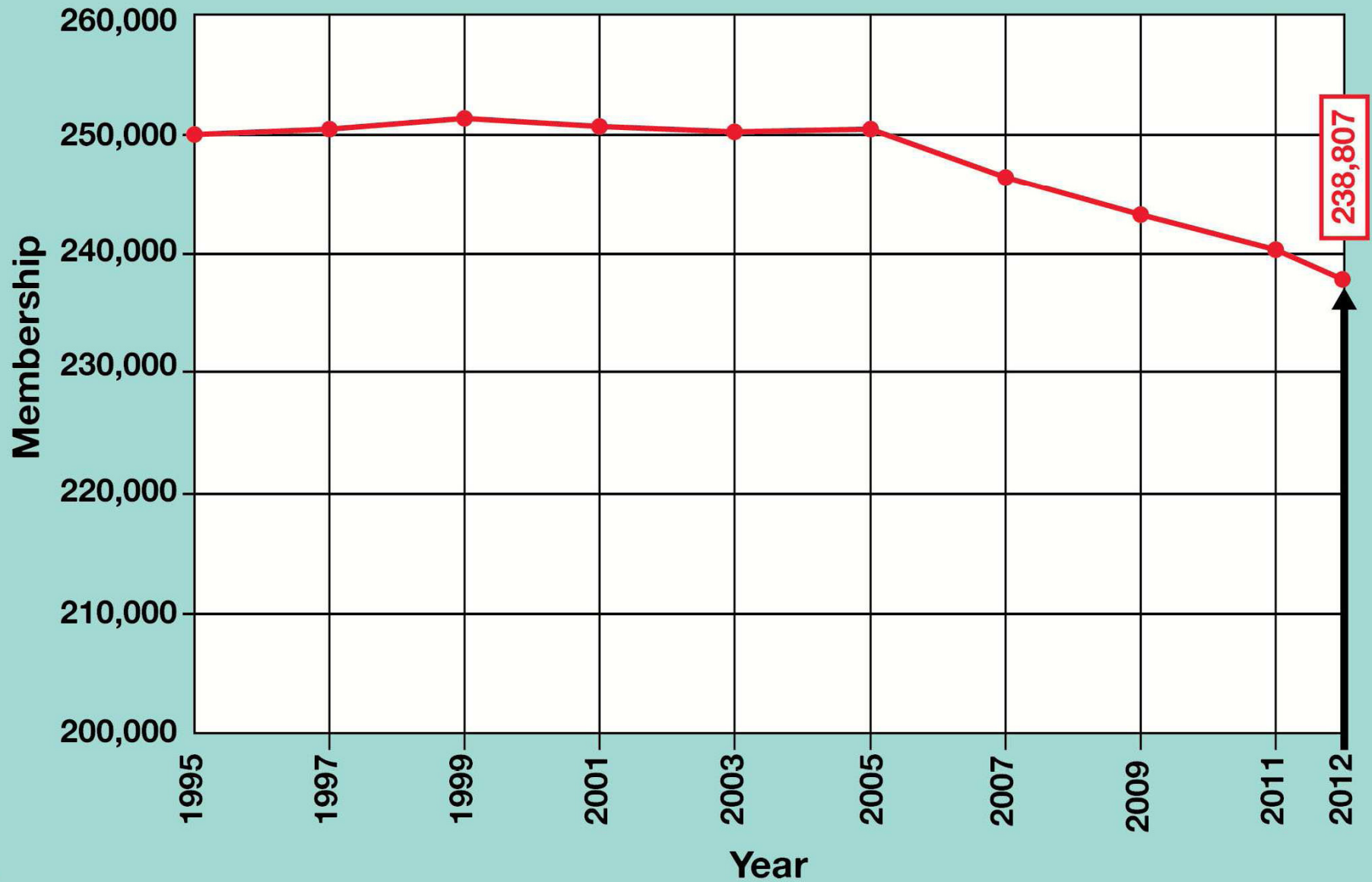




Focus on Inactive Prevention:

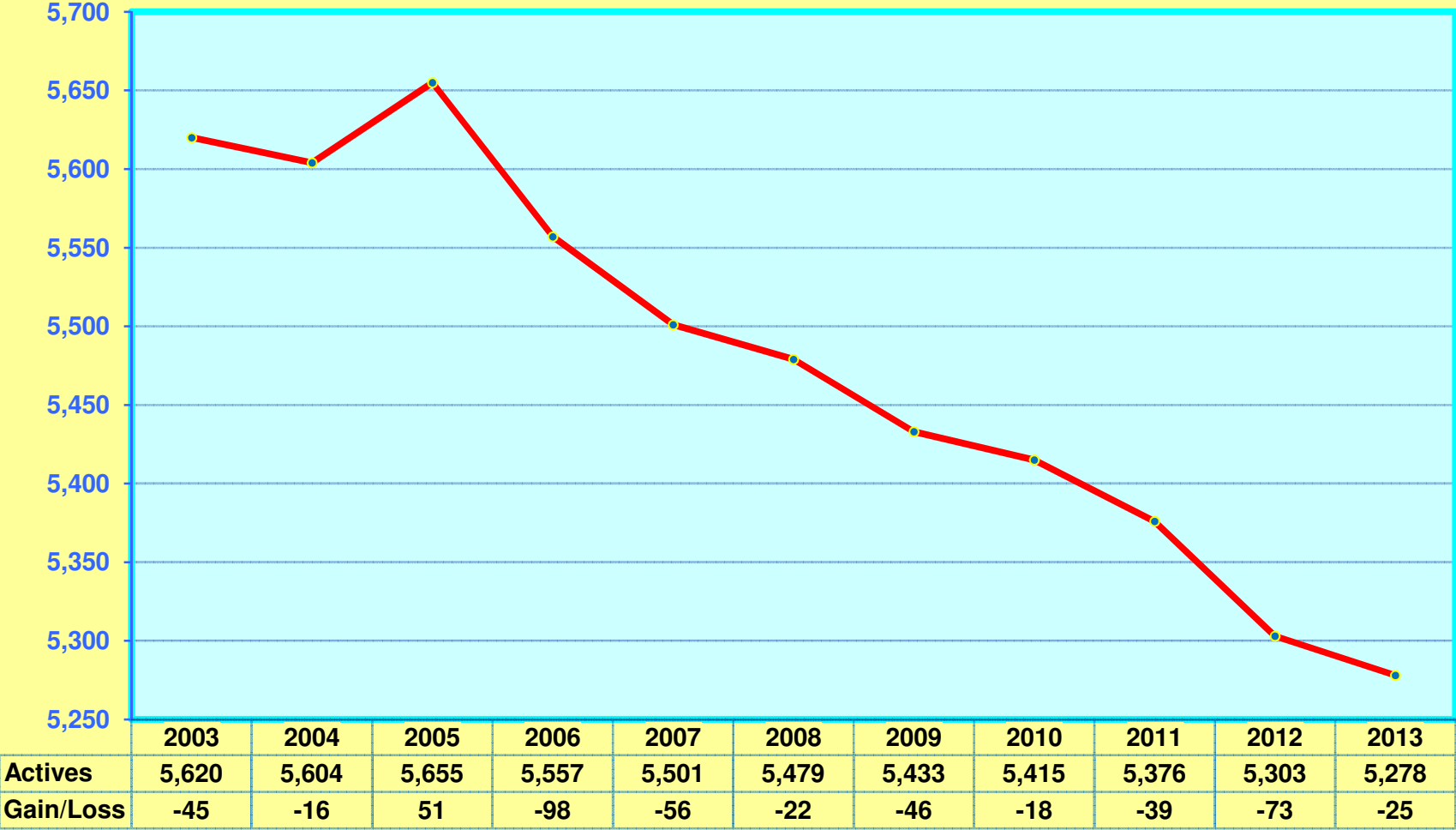
- ▶ Counsel Members
 - ▶ Offer support and encouragement
 - ▶ Hold an exit interview when a member chooses inactive status
- Membership trends in the P.E.O. Sisterhood indicate sisters choosing inactive status is the major reason our numbers are declining.**

P.E.O. Membership 1995-2012 by Biennium

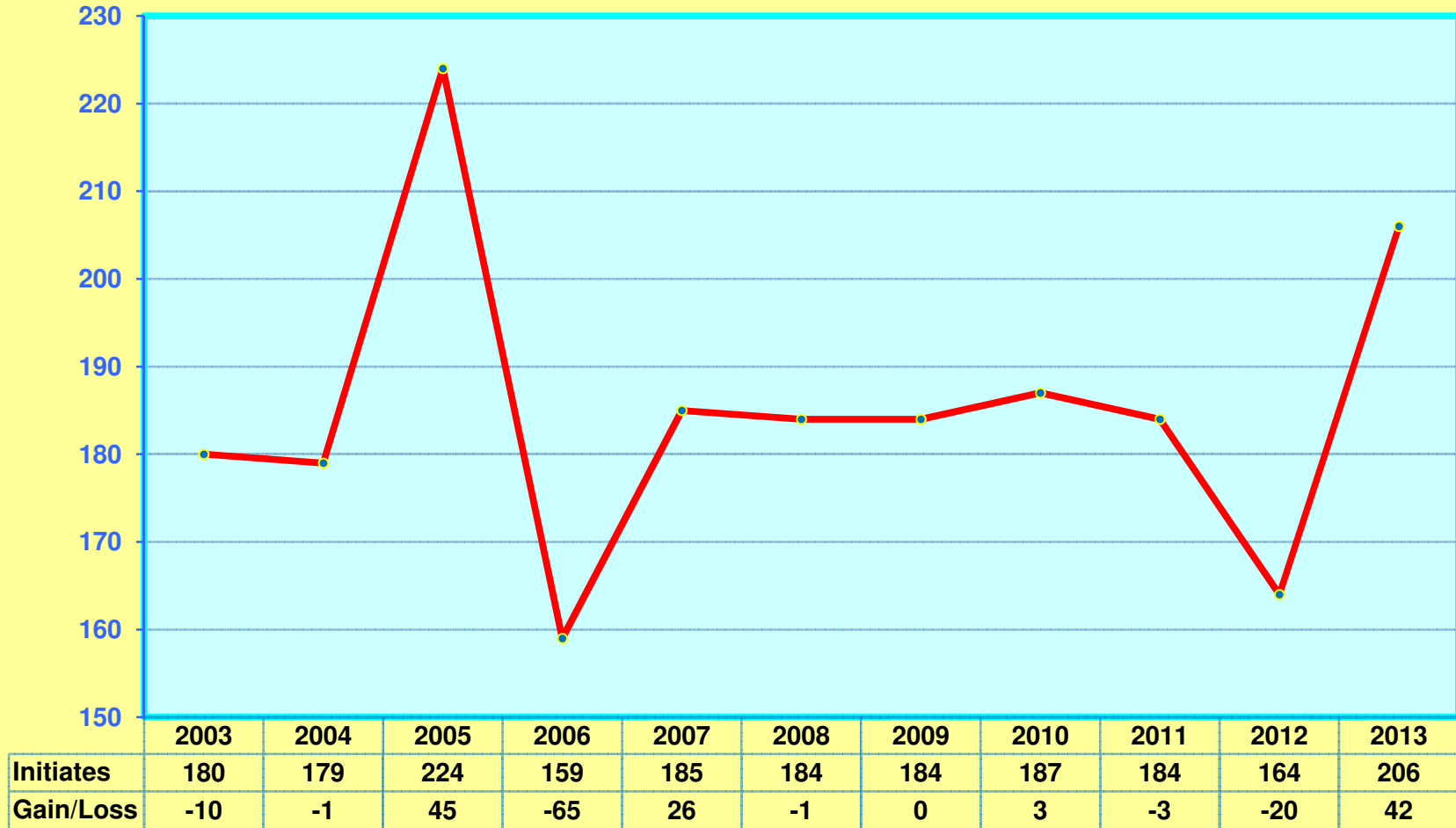


International Chapter Membership Team 2013

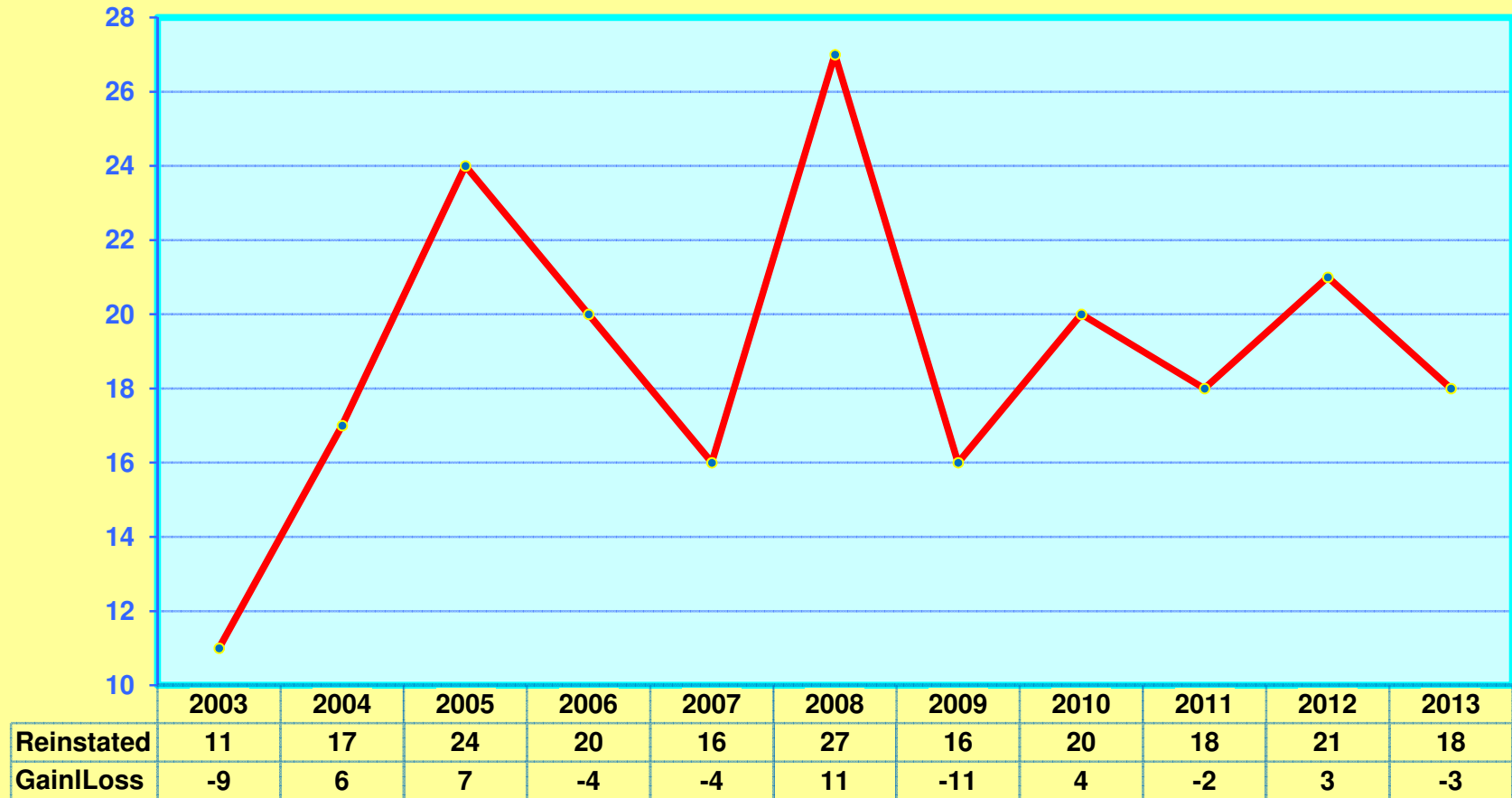
Ohio State Chapter Active Members



Ohio State Chapter New Initiates



Ohio State Chapter Reinstated Members

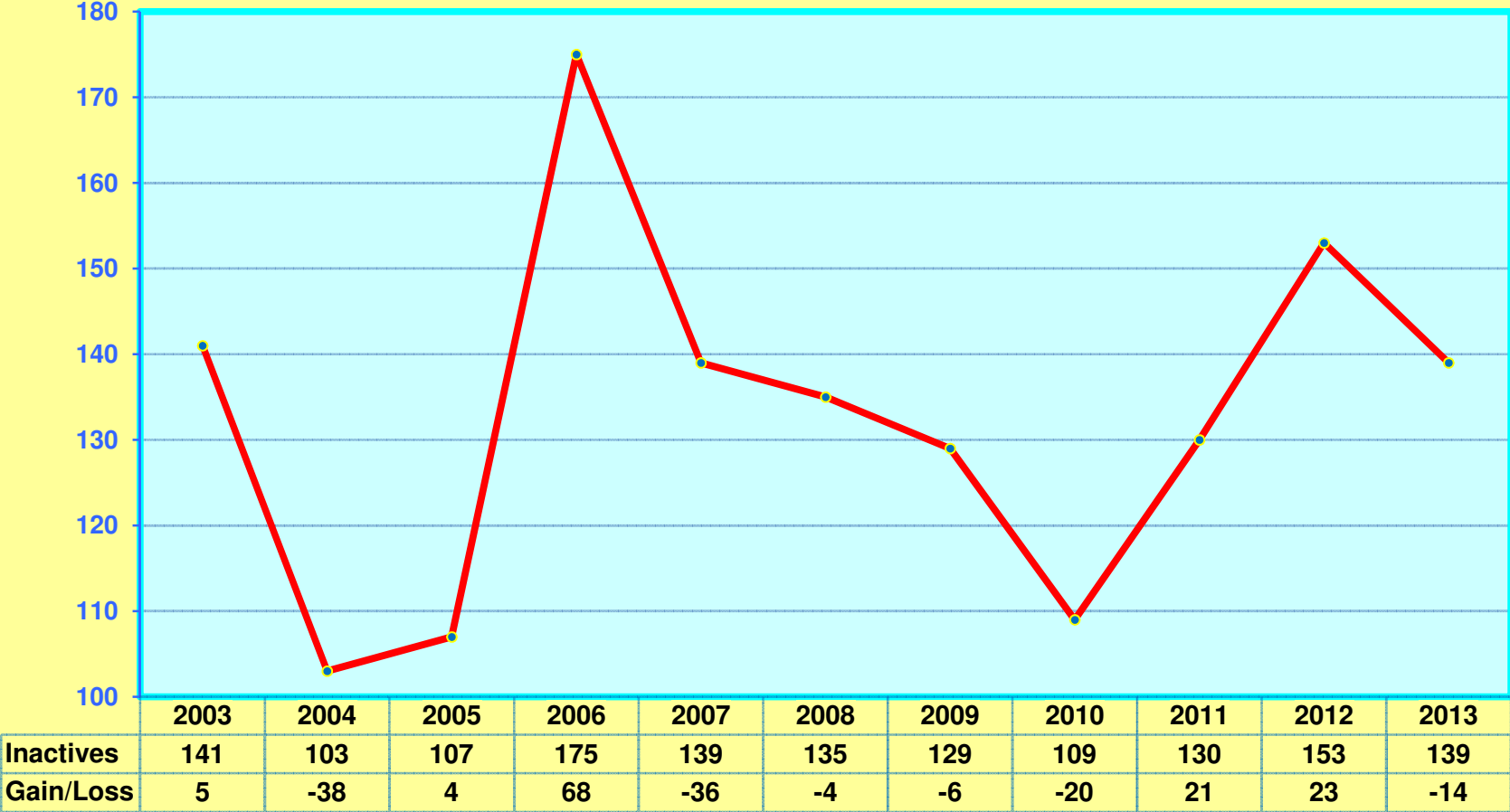


Membership Increases



Total Active as of March 1, 2012	5,303
Increase by:	
Initiation	206
Transfer In	56
Reinstatement	18
Total Active During Year	5,583
Total Increases	+280

Ohio State Chapter Inactive Members



Membership Decreases



Total Active During Year	5,583
Decrease by:	
Chapter Eternal	91
Transfer Out	75
New Inactive	139
Total Active as of March 1, 2013	5,278
Total Loss	-25

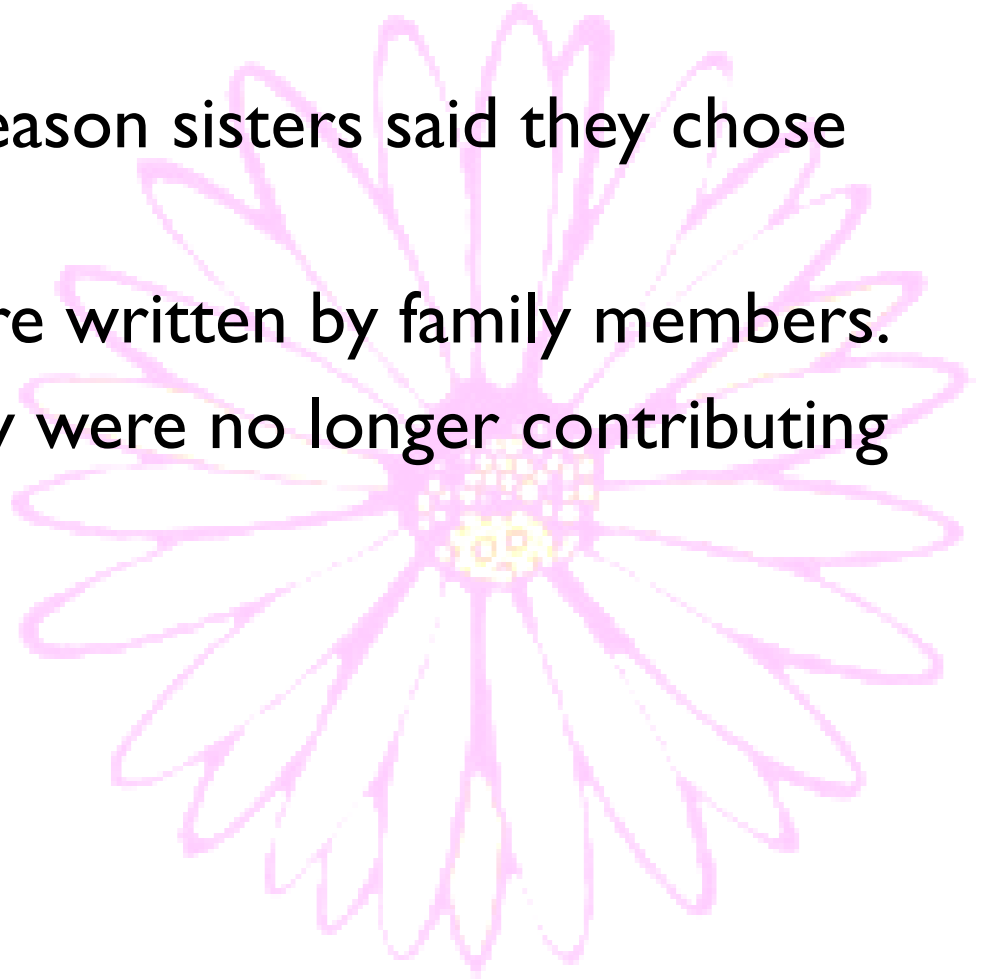


Why do our sisters choose inactive status?

The following reasons were taken directly from letters written
by our newly inactive sisters.

Poor Health

- ▶ This was the primary reason sisters said they chose inactive status.
- ▶ Some of the letters were written by family members.
- ▶ Many members felt they were no longer contributing to the Sisterhood.





- ▶ Provide love and support.
- ▶ Acknowledge the value of each sister.
- ▶ Utilize the P.E.O. Wish.

Suggestions
for chapter
members

Dues

- ▶ No notification received.
- ▶ Forgot the deadline.
- ▶ Too expensive.



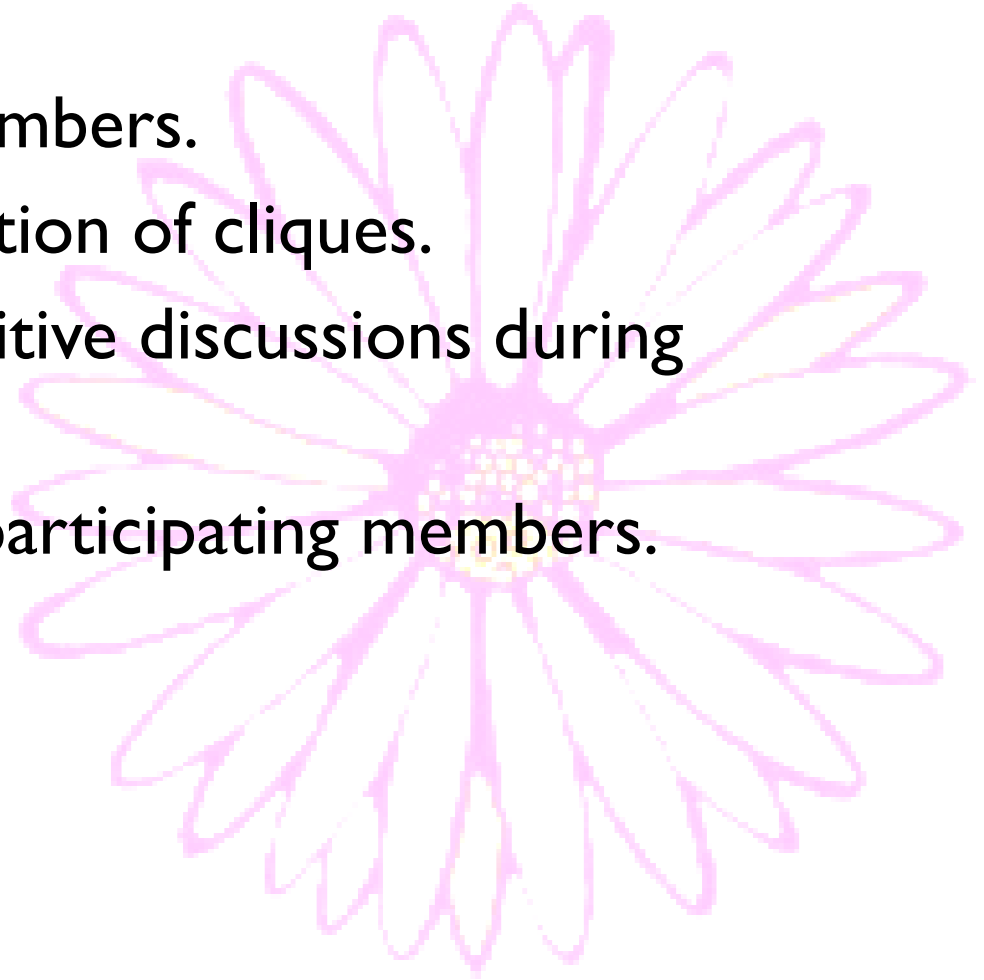


- ▶ Send dues notifications early.
- ▶ Print a dues reminder in the yearbook.
- ▶ Find creative ways to collect dues.
- ▶ Be sensitive to potential financial issues.

Suggestions
for chapter
members

Chapter Activities

- ▶ Be welcoming to all members.
- ▶ Be aware of the perception of cliques.
- ▶ Promote congenial, positive discussions during meetings.
- ▶ Stay connected to nonparticipating members.



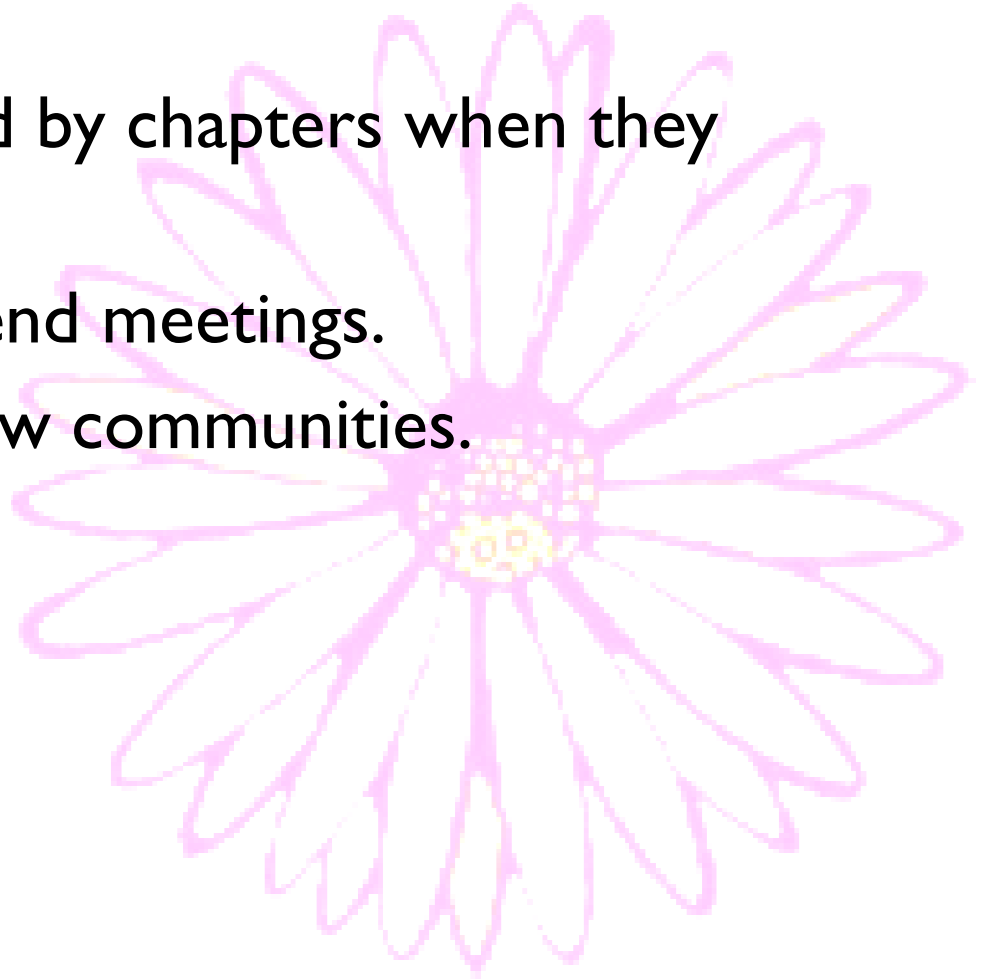


- ▶ Be intentional about initiating new members.
- ▶ Consider sponsoring a new chapter organization.
- ▶ Create an environment of belonging and acceptance.
- ▶ Support nonparticipating members.

Suggestions
for chapter
members

Unaffiliates

- ▶ Members not contacted by chapters when they moved.
- ▶ Too far to travel to attend meetings.
- ▶ No chapters in their new communities.





- ▶ Stay connected to unaffiliate members.
- ▶ Use tool box resources to track unaffiliate members.

Suggestions
for chapter
members

Meeting issues

- ▶ Chapter work not fulfilling.
- ▶ Meetings too long.





- ▶ Conduct thorough preacceptance counseling.
- ▶ Conduct efficient meetings.
- ▶ Participate actively in philanthropies.

Suggestions
for chapter
members

Membership Initiatives



- ▶ Present a Chapter Membership/Health Program
- ▶ Send Notice of Member Moving Form
- ▶ Send personal note and Guide for an Inactive Member
- ▶ Set Attendance Challenge
- ▶ Use 3 year mentoring program

Recognition



- 
- ▶ **Bedazzled delegates**
 - ▶ **Successes *celebrated* at 2014 Convention**



Thank You!

“P.E.O. membership is a personal commitment, intended to last a lifetime and extend from chapter to chapter.”

P.E.O. Counsel For Membership Booklet