

# The Hot Spot

Membership Newsletter for Local P.E.O. Chapters

JUNE 2021

## MEMBERSHIP MOMENT – Get Connected Through Your Local Reciprocity

As defined by the [Constitution](#), Part III, Article XIII, Section 2, a reciprocity group serves to welcome unaffiliated P.E.O. members; to promote the acquaintance of all members in the city or district; and to further interest in the projects of the Sisterhood. This group may expand the stated purpose to include encouraging communication among chapters, sharing current information regarding unaffiliates in the city or area, facilitating lateral transfers, promoting P.E.O. projects and encouraging organization of new area chapters. Do you have a local Reciprocity group where you live? If you do, consider getting involved! If you don't, ask your state, provincial or district executive board how to start one!

## Member Engagement

### What Does Your Chapter Do to Ensure Success?

Keeping members engaged in P.E.O. plays a significant role in keeping our members active and ensuring our chapters are not just surviving, but thriving! That said, it makes sense that if you aren't keeping track of how you're engaging members, how are you supposed to know if you are succeeding or not?

To set goals around member engagement, try asking yourself these questions.

**How engaged are our members today?** Answering this will help you get a baseline to work against. Who is coming to meetings? Who participates in activities outside meetings? Who are your core members that can always be counted on to help in some manner?

**What activities are engaged members performing?** It is likely the more meetings members attend, the more likely they are to be highly engaged... so in that case, a helpful goal to set may be to encourage members to attend more meetings. Perhaps your engaged members are participating in small groups. Hence, a goal

might be to build several small groups that would allow for different interests and gather more participation.

**How can you track the impact of these activities?** Using the [SMARTI Goal Template](#) available in the Leadership Resource section on the International website can help you ensure that your goals aren't too vague and that you're actually able to put them into practice.

When setting your goals, remember to consider the member lifecycle stage. A sister who's just joined will face different challenges and may want different things from the Sisterhood than someone who's been a member for years.

Once you've created your goals, the next step is deciding on the actions you'll use to build engagement and help work towards these goals. Planning and following through on the goals you have set will help ensure you reach your desired results. Remember that members who are having fun are more likely to remain engaged.

Always keep fun as part of your plan!



### Local Chapter Membership Toolbox Spotlight

Summer often brings opportunities to identify prospective members and get to know them utilizing a multitude of different activities. While activities might still look a little different because of social distancing, don't let time pass without introducing women you think would make lovely sisters to your chapter members. Grab the [Franc's List worksheet](#) and have some fun thinking about who you know that would make a great P.E.O.! It is likely that she would be honored to be part of our Sisterhood.

**Programming Idea** – Get to know each other by pulling a select number of sisters' names out of a hat. The sister whose name is at the top of the alphabet for that group becomes the facilitator and is responsible for scheduling a gathering. It can be in a local park, on a patio or even via a video conference. Make it your group's goal to learn at least one new thing about each person in the group.

