

The Hot Spot

Membership Newsletter for Local P.E.O. Chapters

September 2021

MEMBERSHIP MOMENT – The Power of an Invitation

Everyone loves an invitation; it makes us feel special and wanted. It means you have been specifically chosen to participate and share in something that holds value and meaning to the inviter. The invitation you received to join P.E.O. has likely had some positive influence in your life. Perhaps you have grown your friendship circle with women you might not otherwise have known. Maybe you were inspired by the caliber and personal journeys of women P.E.O. has supported. The transformative power of an invitation to membership cannot be underestimated. Our influence in our communities grows, lifelong friendships bloom, our support systems widen and more women can achieve their dreams through education. Just as your life has been enriched by P.E.O., now is the time to share the invitation of P.E.O. with other deserving women.

Membership Growth

P.E.O. Olympics

As we emerge from the global pandemic, how do we reengage our focus on membership growth, retention and sustainment? We can take cues from the Olympics. While the games feature the world's best athletes, we also see team spirit and mutual support. The games begin with igniting the Olympic flame leading then to the torch relay. What ignites your P.E.O. torch? How can you use that inspiration to extend an invitation to membership?

- Develop a chapter membership growth plan. Discuss the plan and your progress at every meeting.
- Informal, small gatherings like coffee dates are a great way to acquaint friends with P.E.O. and meet other chapter sisters. Share our purpose, benefits

and upcoming events to pique her interest.

- Don't forget to follow up. Create a loving concern relay team to contact new and missed members. After one has reached out, she passes the torch until all four have contacted the sisters.
- Celebrate your membership achievements and watch your chapter grow!

Membership is a team sport and requires full chapter participation. It takes practice, enthusiasm and consistency to keep the P.E.O. flame ignited and help our Sisterhood have a greater global influence.



Local Chapter Membership Toolbox Spotlight

It is back to school time! Do you have a member in college who may be interested in transferring to a P.E.O. chapter near her school so she can stay engaged in chapter activities? Use the [Introduction of a Collegiate P.E.O. in Your Area](#) form and the Directory of Presidents in the Resources section in the Members Only area to recommend her to a chapter in her college community. Encourage her to invite a friend to join and help grow our Sisterhood!

Programming Ideas:

- ★ The virtual Convention of International Chapter (CIC) is open to everyone this year. A CIC watch party in person or over Zoom is an inspirational way to re-engage nonparticipating and nonresident members and share our Sisterhood with potential new sisters.
- ★ Ask each sister to fill out an [Introduction of a Woman who is Not a P.E.O.](#) form at a meeting in September in preparation for October's Let's Go Find the
- ★ Others' observance.

