



## Easy steps for making a “cold call”

### I. Making a “cold call” from “An Introduction of a Woman Who is Not a P.E.O.” Form

The Introduction of a Woman Who is Not a P.E.O. form is an easy chapter-to-chapter connection for members to introduce a friend or relative. The following tips are provided for your chapter to use when they receive one of these forms.

- ★ Don't hesitate – follow up quickly by phone.
- ★ Be yourself and begin with a friendly conversation.
- ★ Explain that you received the form from a friend or relative and confirm her relationship with that person.
- ★ Ask if she knows anything about P.E.O.
- ★ Speak positively and explain some basic details about P.E.O. The Guide for Nonmembers, *P.E.O.: A Philanthropic Educational Organization*, can be ordered from the Supply Department or downloaded and printed from the Local Chapter Membership Toolbox on the [peointernational.org](http://peointernational.org) website.
- ★ Don't overwhelm her with too much information. Tell her P.E.O.:
  - Is an international organization where women celebrate the advancement of women.
  - Provides scholarships, grants, awards and loans to women who need assistance to meet their educational goals.
  - Owns Cottey College, an independent, liberal arts women's college located in Nevada, Missouri.
  - Is a sisterhood that offers friendship with other women who share the same goals, interests and desire to assist others.
- ★ Give her an opportunity to ask questions.
- ★ Invite her to meet you in an informal setting where you can answer any specific questions and share the pamphlet *P.E.O.: A Philanthropic Educational Organization* with her.
- ★ An upcoming social meeting is an excellent format to introduce her to other chapter members.

The Introduction of a Woman Who is Not a P.E.O. form is like receiving a new member in the mail! Follow up quickly and reap the rewards of new members for your chapter.

## **II. Making a “cold call” to an unaffiliate.**

An unaffiliate is an active P.E.O. member who has moved far enough away from her home chapter that she is no longer able to attend meetings regularly. She is considered a nonresident in her home chapter. She may have moved recently, or she may have been on the unaffiliate list for a long time, sometimes many years, and either hasn't been contacted or hasn't been interested in a transfer to a new chapter. In either case, it's important to make contact with her and give her an opportunity to find a new P.E.O. chapter home. Here are some tips for making a cold call:

- ★ Introduce yourself and bring greetings from your P.E.O. chapter.
- ★ Find out how long she's lived in your area. If she has moved recently, welcome her to your area and offer to help find local stores, schools or other facilities.
- ★ Invite her to a chapter meeting, an upcoming social or just to meet for coffee. Offer to pick her up.
- ★ If your meeting time isn't convenient for her, offer to help her find a chapter that meets her schedule.
- ★ Tell her how many P.E.O. chapters there are in your area and ask if she prefers a daytime or nighttime chapter. Offer to send her a listing of the chapters and their meeting times, or if your reciprocity has a website, you can refer her there.
- ★ If she indicates she's not interested in finding a chapter at this time, ask if you can check back with her in a few months. Then follow up.
- ★ Repeat your name and phone number for her before you hang up.

Don't be discouraged by unanswered phone messages. Sometimes it takes a lot of calls before you reach an unaffiliate who wants to visit your chapter. But when that happens, the reward is worth the wait. Remember, these ladies are already P.E.O. sisters and many of them would be delighted to come visit your chapter... you just have to find them!