

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

Campaign Timeline and Messaging

Spring 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.

April

Suggested messaging

- ★ Start a new tradition! As a first act of sisterly love, consider giving each new member a bouquet of daisies at her initiation.
- ★ When you are planning your yearbook programs for the upcoming year, choose a month when your chapter historian will bring your scrapbooks. Invite nonparticipating members that are featured in your scrapbooks to be a part of the reminiscences. By looking at your history, you may find a social, fundraiser, or program that you want to recycle.
- ★ Spring into action with a yoga workout. Invite a yoga instructor to do a short, simple class after a meeting. Have everyone bring a fresh healthy snack to share. Members will feel fit, healthy and happy, ready for Spring.

May

Suggested messaging

- ★ Ask a nonparticipating member to meet you for lunch and then go with you to your local farmer's market.
- ★ Prepare May baskets for your nonparticipating members and deliver them in person.
- ★ If you have a collegiate sister in your chapter, send her a "surviving finals" basket or a "good luck with finals" card from the chapter.

June

Suggested messaging

- ★ Plan a Roaring 20's cocktail party for your chapter complete with appropriate dress and 20's style drinks. Make sure to include nonparticipating and inactive members who still live locally and the unaffiliates in your area.
- ★ Make a popcorn gift basket for a sister who has not attended a meeting in a while. Attach a card with the next meeting information on it and the saying "Hope you'll POP in!".
- ★ Everyone wants to be a "Star". Have a BIL Stargazing party to celebrate the summer solstice. Bring plenty of blankets, drinks and snacks. Find a scenic spot with a view of the sky. Binoculars and a star chart will help you locate Jupiter after sunset. Make sure each sister makes that special wish upon a star.