



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



Campaign Timeline and Messaging SPRING 2021

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

- ★ Have a virtual cocktail party with a focus on the new members in your chapter. While enjoying your favorite beverage, direct the conversation to aspects of P.E.O. Check out the nine highlighted topics in the New Member Resources on the International Chapter website for ideas. Share one of these topics on your screen and allow time for questions.
- ★ Recognize chapter members' P.E.O. initiation anniversaries during For the Good of the Chapter at your meeting this month. The corresponding secretary has everyone's initiation date in her Chapter Membership Summary (CMS), or maybe you have it listed in your yearbook. Consider doing this every month at your meeting.
- ★ Extend sisterly concern by contacting a sister who has recently gone inactive and listen to her story. Offer heartfelt interest and express loving concern in concrete, helpful ways. Perhaps reinstatement is a possibility if she knows how much you care.

May

- ★ Since spring is the season when flowers bloom, it would be nice for you and your sisters to visit the nearest flower farm or meadow to look at the blossoming flowers. Bring a guest; invite another chapter. You can simply roam around the area to look, or consider taking photos to post on your social media or keep as mementos. Wear your masks and social distance as you enjoy the spring weather.

- ★ If you have a collegiate sister in your chapter send her a gift card, or take it to her personally if she is now learning from home. She might also appreciate a “good luck with finals” card from the chapter.
- ★ Are your nonresident sisters aware of P.E.O. chapters in their community? Help them find a new P.E.O. home by using the Chapter Map Tool and send them the contact information for chapters which meet in their area.

June

- ★ Late spring evenings are magical and beautiful. The air is sweet, cool, and quiet as the flowers twinkle under the light of the night sky. It is a perfect time to take an evening stroll with your sisters. Ask a sister to join you who does not participate in meetings often. Wear your springtime masks and walking shoes. Note: this is a pet friendly activity too.
- ★ Summer is the perfect time to have socials and programs designed especially to include nonparticipating and unaffiliate members. Make an effort to meet at varied times of day or different days to capture those sisters who have work or family commitments during your usual meeting times.
- ★ So many of our members have been isolated during the pandemic. Take your own lawn chair and sit at a distance in their front yard for a visit.