



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



## Campaign Timeline and Messaging WINTER 2021

### Timeline

- ★ S/P/D receives winter 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.

### COVID-19

**If you meet in person, local government health guidelines and P.E.O. meeting requirements need to be followed, including wearing masks at all in-person gatherings.**

It is important to make sure every member knows she is a VIP. Be sure to include your nonparticipating and inactive members, nonresidents, unaffiliates in your area and any nonmembers you want to introduce to P.E.O. In your virtual and in-person social gatherings. Above all, please be safe and supportive of each other through these difficult times.

### January

**Homemade Hot Chocolate:** Make a delicious hot cocoa mix recipe. Change it up by adding cinnamon, nutmeg, or mint. For diehard chocolate lovers, add different types of chocolate. Share your final recipe with your chapter at a video call - invite a guest! Share your "Homemade Hot Chocolate" recipes with your chapter by email and consider delivering some mix and marshmallows to a sister you haven't seen in a while. Do not forget to drink your mug of hot chocolate at your social!

**Keep in touch:** In honor of Founders' Day send seven sisters in your chapter a text or a card on January 21 to let them know you are thinking of them.

**Celebrate our 152 years.** Contact **1** inactive member, **5** actively participating members and **2** nonparticipating members. Mark your calendar to contact these sisters on a monthly basis. Consider a seasonal question each month that requires a response.

## February

**Valentine greeting:** Be creative and send a valentine to each member of your chapter by email, text or mail. Don't forget to include nonresidents and collegiate members. Consider including the unaffiliates and inactives you have in your area.

**Pajama Day:** Turn your social into the ultimate time to do nothing but relax. Get your comfortable pajamas on and join your sisters by video conference. Blankets and a warm drink are welcome.

**Virtual Coffee:** Text a sister and see if she has time to have a virtual coffee or lunch.

## March

**Take an online Class or Tutorial:** Learn something new for a few hours by taking an easy online class or tutorial as a chapter. Search online for free or inexpensive options such as a cooking class, do it yourself project or crafts. Don't forget to include your nonresidents.

**Conduct a book review:** If your chapter has a book club as a small interest group, consider inviting the whole chapter to an online book review. Possibly you could have the author attend virtually and answer questions. Remember to include your collegiate members on this virtual call.

**Changing of the Guard:** Acknowledge your new officers with a communication letting them know how much you appreciate their saying "yes," and acknowledge the sisters who just completed their terms of service by saying "thank you for a job well done."