



How Do I Make a “Cold Call” from an Introduction of a Woman Who is Not a P.E.O. form?

Purpose: This program gives members first-hand experience in making a “cold call” to a potential member who has been recommended to the chapter. Consider using phones during the skit to make it more realistic.

Participants:

Narrator
Starlet, a Chapter Member
Jane
Mary

Resources:

Introduction of a Woman Who Is Not a P.E.O. form
P.E.O.: A Philanthropic Educational Organization brochure (Guide for Nonmembers)

Note: Insert state, provincial or district (s/p/d) information as indicated in red.

Narrator:

The Introduction of a Woman Who Is Not a P.E.O. form is often referred to as the friendly referral form. It can be used by any sister at any time to recommend to another chapter a well-known friend or relative who embraces the values of P.E.O. and supports our mission. The form is available to download from the P.E.O. website. The sender completes the form, which includes basic information such as the woman’s address, phone number, email address as well as information regarding her occupation, family, church affiliation, and hobbies or interests. This is valuable information to the chapter receiving the form when they make initial contact with this woman.

The form can be a resource for adding new members to a chapter, so it’s important that a chapter act on it in a timely manner. Contacting these women quickly is also a

courteous way of thanking the referring member for taking the time and effort to recommend a potential sister.

When a chapter receives an Introduction of a Woman Who is Not a P.E.O. form, the chapter president reads it aloud along with the personal information at a chapter meeting. Afterward, a member of the chapter makes an initial phone call and personal visit. Their conversation might go something like this:

Scene 1

Starlet:

Hello, Jane, this is Starlet, and I'm calling on behalf of a good friend of yours, Daisy Flowers. Is this a good time to talk?

Jane:

Sure

Starlet:

I received your name from Daisy and she thought you might be interested in learning more about an organization that we both belong to –it's called P.E.O. Have you heard of P.E.O.?

Jane:

I've known Daisy for many years but I don't know anything about P.E.O.

Starlet:

Let me tell you a little about it. Daisy and I belong to a Philanthropic Educational Organization called P.E.O. It's an international women's organization based on friendship and our focus is helping educate women. We do that through scholarships, grants, awards and loans. We also own Cottey College, a private liberal arts and sciences college for women located in Nevada, Missouri. As a favor to Daisy, I'd like to meet you. Would you have some free time this week that we could meet over coffee?

Jane:

It sounds interesting and since Daisy is a good friend I know she wouldn't have given you my name unless it was for a good reason.

Starlet:

How about Thursday morning? Would 9:30 work for you?

Jane:

Sure, that would be great.

Starlet:

I'll pick you up and we'll go to Starbuck's (or a familiar location in your area). I look forward to meeting you. Good-bye.

Jane:

Me too – see you then. Good-bye.

Narrator:

When the chapter member meets Jane for coffee, it's important to make Jane feel comfortable. Using the information provided on the form, the chapter member will spend most of the time in general discussion with Jane on topics such as her family, her hobbies or other special interests, and perhaps some community activities. The chapter member might also give Jane the P.E.O.: A Philanthropic Educational Organization brochure to provide her with some basic information. After exchanging pleasantries, the conversation might continue like this:

Starlet:

Jane, I would like to share some additional information about P.E.O. with you. Our sisterhood was founded in 1869 as a college sorority based on friendship. It has grown to be much more than that today. We support six special projects that provide educational opportunities for women through grants, scholarships, awards and loans. More than \$280 million has been awarded to almost 100,000 women through our projects. This brochure will give you some history of P.E.O. and tell you about our individual projects.

Jane:

That sounds very interesting. When I was going to college it was very difficult for me to pay for everything. I certainly would have appreciated having access to some of your project dollars.

Starlet:

Our members are always looking for women who require some assistance. We strongly support our state and International projects by having one or two fundraisers during the year. In fact, next month we're having our annual "Fall Harvest" luncheon (or your chapter's fundraiser.) All the money raised goes to our International projects. Would you be interested in going with me? I would like you to be my guest.

Jane:

How nice of you to invite me – I'm always looking for a luncheon date!

Narrator:

The chapter member has laid the foundation for a possible new member. She responded quickly to the Introduction of a Woman Who Is Not a P.E.O. form. She called Jane personally to set a meeting date. She met with her and provided some basic information about P.E.O. In addition, she invited her to a chapter event in order to introduce her to other members. Providing a relaxed atmosphere will help her feel at ease.

It is very important for chapter members to take the necessary time to become well acquainted with a potential member. This will ensure that she will be a good fit for your chapter. Those who sponsor her should know her well enough to be confident in their actions.

Of course, the chapter is under no obligation to extend an Invitation to Membership to Jane. But think about it – if you were the one sending the name of your good friend to another chapter, wouldn't you want them to make a sincere effort to get to know her? It's the loving thing to do for another sister.

*Scene 2***Narrator:**

A more likely situation would be to receive an Introduction of a Woman Who Is Not A P.E.O. form introducing a sister's relative --perhaps her niece, daughter or daughter-in-law who has some knowledge about P.E.O. In honor of the rich tradition of P.E.O. heritage, every effort should be made to contact this potential member and take the necessary steps to membership. This conversation might take a different approach.

Starlet:

Hello, Mary. This is Starlet, and I'm calling on behalf of your Aunt Caroline. I received your name from her and she has asked that I call to meet you and talk to you about P.E.O. I know you've heard about P.E.O.

Mary:

I've certainly have heard about P.E.O.! I grew up hearing my mom and Aunt Caroline talking about all the things they were doing at P.E.O.

Starlet:

How long have you live here in <city>?

Mary:

I just graduated from <college> this spring and started my first job this summer.

Starlet:

Your Aunt mentioned that you were employed at <employer> as a <occupation>.

Mary:

Yes, that's right. And I just love my job but I've been so busy that I haven't had a chance to meet any other people other than those at work.

Starlet:

It can be a lonely time when you move to a new place. One of the ways to meet new friends who have similar interests is by networking. And that's one of the great things about P.E.O. – we have a network of women all over the United States and Canada who share the same values.

Mary:

Aunt Caroline always told me P.E.O.s were the best!

Starlet:

Mary, I would like to invite you to our chapter's social next week. We're having a wine and cheese tasting at the Italian Restaurant on Main Street (or your chapter's event.) It would be a wonderful opportunity for you to meet some of the P.E.O sisters in my chapter.

Mary:

Oh, that would be great! A ladies' night out sounds wonderful!

Starlet:

I'll pick you up at seven. And I really am excited to meet you. I'm sure you will have a good time with us. See you then. Good-bye.

Mary:

Good-bye!

Narrator:

As you can see from our two examples, it really isn't difficult to make that cold call. The most important thing to do is promptly make the phone call and introduce yourself. Then meet her, get to know her and introduce her to other members. Talking about P.E.O. and becoming comfortable about stating our mission to others will encourage membership. In doing so, our chapter will grow, our ~~s/p/d~~ will grow and the P.E.O. Sisterhood will grow.

Chapter activity (optional):

Give instructions for use in filling out the Introduction of a Woman Who Is Not A P.E.O. form including where to obtain chapter president's mailing addresses on the P.E.O. website. Hand out copies of the form and encourage members to send one on behalf of a well-known friend or relative who should be considered for membership.