



Membership TLC

Taking Care of our P.E.O. Members

2013 Convention of Ohio State Chapter Workshop

*Adapted from International Chapter Membership Team 2013
and Nebraska State Chapter 2012*

Participants

Cindy and Jan, 2 members of a local chapter membership committee

Super Sister

Supplies needed:

Small table, 2 chairs

Microphone for each participant, if possible

Screen & computer loaded with PowerPoint presentation

Super Sister costume:

1. Cape with several stars attached
2. Some kind of crown/halo or headband with balls attached with springs

Items on table: **highlighted in yellow throughout script**

1. P.E.O. Counsel for Membership Booklet
2. Mentoring New Members
3. The Record, March-April 2012 issue
4. MEmbership Begins with Me! A Guide for the Local Chapter Membership Committee
5. Several different issues of The Hot Spot

Bag or basket for Super Sister with these items inside: **highlighted in gray throughout script**

1. Small Interest Groups
2. How to Care for Your Nonparticipating Members
3. A Guide for a Lateral Transfer - brochure
4. Lateral Transfer introduction - letter
5. Guide for an Inactive Member – brochure
6. Inactives and Reinstatements Sample Letter
7. Checklist for Member Moving Out of Your Community
8. Guide for an Unaffiliate – brochure
9. Check List for Unaffiliate members Moving Into your Community

Cindy and Jan are sitting around a table, center stage. They are members of the chapter's membership committee and are working on a program for their next meeting. They have a stack of disheveled papers, booklets, etc. lying on the table. (Note: these are the Membership resources used during the skit.) They have no idea what they want to cover in the program and do not know where to begin!

Cindy: When I signed up to serve on the chapter's membership committee last year, I had no idea it would come to this! I figured I would slide through the year and not do much—and now we've been asked to do a program!

Jan: You and me both! When the yearbook came out and there it was—Membership Program by the Membership Committee—I was definitely not prepared for it! That's not a bad idea, I guess, but where to start....

Cindy: Exactly! Here's this pile of membership stuff for us to use! "Membership" is a pretty broad subject, so I think we need to narrow it down somewhat, don't you? *(Jan agrees)* Whatever we decide, it needs to be an area that we can all relate to, don't you think? It needs to be interesting...and you know our members like programs that are no more than 20 minutes long!

Jan: Most definitely! We need to highlight and discuss a membership topic that everyone can focus upon and take ownership of if we want this program to be beneficial to the chapter. So, what do you see as the most pressing membership issue in our chapter?

Cindy: Well....you know what pops into my head? The last few words of our Objects and Aims—"express a loving concern for each sister." It sounds basic, maybe, but it's a phrase we say at each business meeting and do we really mean it? Do we actually listen to what we are saying? Do we really understand what we actually can do to express a loving concern?

Jan: I get it! A kind of T.L.C. of sorts, right? Membership isn't always just about finding new members, but also about showing simple care and concern for the members we already have!

Cindy: Membership TLC...That's a great general topic for our program. *(Hesitates)* Sooooo, where do we start?

Jan: Well, that's a good question! I guess I always figured it was someone else's responsibility to read through all this, not mine! *(motions at the pile of papers on the table)* Now, I'm wishing I had!

Cindy: I sure wish we had some help! We need someone who knows her P.E.O. membership stuff!!

Enter Super Sister *(fanfare of some sort)*

SS: *(with grandiose gestures)* I have heard your cries for help and have come to your rescue! I am Super Sister, from your state membership committee. I am a stimulator, activator, inspirer, propeller, pusher, mover and shaker for all P.E.O.s everywhere! I may not be faster than a speeding bullet or be able to leap a tall building in a single bound, but I am just the person you need to help you with your program dilemma. I am well aware of your situation and have come to save the day! I give you---Membership TLC! **FRAME 1**

Jan: O, Super Sister, you are just what we need! We want to put together a membership program that is informational and helpful for all our members. Can you help us?

SS: Well, when talking about members we have several different "kinds" of them to discuss. I think the first we should consider is the newest P.E.O. member—the recent initiate! Before even becoming a member, what does your chapter do for these women?

Jan: A few of our members, usually the president and a member or two that know the candidate, meet with her and do some counseling before she accepts our invitation. But, I've been a member so long, I'm not sure how it's even done anymore!

Cindy: I do know about the **P.E.O. Counsel for Membership Booklet** **(FRAME 2)** that can be found on the International website. I think I saw a copy of it in here somewhere (*shuffles through the stack of stuff*)—here it is!

SS: This is such a SUPER tool! Notice how the title is “Counsel for Membership?” It's not just for using with potential members, but for ALL members—nonparticipating, nonresident, unaffiliates and inactive members. This little booklet is a treasure chest full of wonderful membership ideas! It tells us exactly what to cover in the conference with the candidate and it explains to her what to expect during the initiation ceremony.

Cindy: (*paging through the booklet*) Yikes! We really should have looked through this before! There's a great section on postinitiation counseling, too! Things like P.E.O. customs, our meetings and our emblem are explained. There's also a list of other resources to share with our newest sister—the President's Book, histories of P.E.O., anything we can think of to help her become acquainted with P.E.O.

SS: In this day and age, using technology is always a great way to engage people and International Chapter knows that! So, they have created two SUPER Power Point presentations on Preacceptance **(FRAME 3)** and Postinitiation Counseling. **(FRAME 4)** These presentations have the same information as the Counsel for Membership Booklet. You can download them to your own laptop or iPad, and even add information about your own chapter. Watching these during the preacceptance and postinitiation sessions with your new member will increase her knowledge and her level of comfort with her new P.E.O. membership.

Jan: Starting her out strong, with a good foundation in P.E.O., is so important!

SS: You're exactly right, Jan! Have you formed Small Interest Groups **(FRAME 5)** in your chapter? (*From bag/basket, hand a copy of document to Cindy and Jan*) These groups really can help all members to get to know each other outside of chapter meetings. Have a variety of groups, like book clubs, bridge groups, a hobby or craft group, an out to eat group, anything that your members want.

Jan: Giving her a mentor will help, too, right?

Cindy: Mentoring.... (*looks through the pile on table again*)...oh, here it is! I thought I saw something about that in here. **(FRAME 6)** **“Mentoring New Members—a guide for nurturing initiates, transfers or reinstated members.”** Another helpful resource that can be used in more than one circumstance—I love that! This looks like a great three-year program with everything spelled out to help the new member get integrated into the chapter and P.E.O. as a whole. With all these wonderful tools, I don't know how we can help but succeed!

Jan: Okay, then, I feel like we have done a good job of covering the new member, so what shall we go to next? The nonparticipating member? I know that's a pretty significant problem in our chapter.

Cindy: The thing is—there are so many reasons why members don't participate. So much depends on their current life circumstances and whether attending meetings is even possible. How can we address this problem with our chapter when there are so many areas to consider?

SS: Do I have the resource for you! **(FRAME 7)** How does “How to Care for Your Nonparticipating Members” sound? *(Hands a copy to both)* SUPER, right? It’s a two-parter: a helpful Power Point presentation that may be viewed in conjunction with reading the accompanying script AND a template for creating an action plan for our specific chapter’s needs. This resource is a can’t-miss, must-do for all chapters that want to find ways to identify the reasons their members are not participating and what can be done to either encourage or increase their participation or love them and stay connected with them in other ways.

Jan: Without even seeing the Power Point, I can tell that this is a wonderful tool! I see in here that this isn’t just about getting these sisters to meetings, but in keeping with our TLC theme, there are loads of ideas on how to reach these sisters right where they are—loving them as sisters in whatever circumstance life has them right now.

SS: Isn’t that the truth! Some members are nonparticipating because of schedule conflicts or family considerations. Many times, a lateral transfer might be just the answer! **(FRAME 8)** A Guide for a Lateral Transfer and a Lateral Transfer Introduction Letter *(hands to Cindy)* are two tools that could help facilitate a lateral transfer. What is most important is for members to have a chance to actively enjoy the love and support of their P.E.O. sisters, no matter what chapter they are in.

Say, did you mention inactive members a minute ago? Is this something you struggle within your chapter? If you do, you are not alone! A recent issue of The P.E.O. Record noted that inactives account for 1/3 of our total initiated membership! **(FRAME 9)**

Jan: I remember that article—I think have that issue of **The Record** here in my bag. *(Pulls it out)* Here it is on page 10. The title of the article was “Strengthening Member Relations.” It said that on the whole, we are doing a good job of initiating new members and reinstatements are even up, but the percentage of members choosing inactive status is also increasing each year.

Cindy: I remember reading it, too. It gave several tips on how to prevent members from going inactive, things we should do as a chapter and things we should do as individuals. This is a problem that we should all take seriously, chapters and members alike. One thing that encourages me is the streamlined procedure now in place for reinstatements.

SS: Isn’t that a wonderful change in procedure for our sisterhood? Reinstatement is now one of the simplest processes around! Members can even reinstate their membership and transfer to another chapter in one step—another SUPER easy way of gaining members.

Jan: I suppose you are going to tell us that there are more resources available for this very thing—right?

SS: You guys are catching on! There are two more Power Points to watch: Inactives and Reinstatement: A Guide for the Local Chapter President **(FRAME 10)** and Roadmap for Reinstatement for the Local Chapter. **(FRAME 11)** It’s hard to explain the process to an inactive member if you don’t understand it! And for the member *(hands to Cindy)* there is the brochure, A Guide for an Inactive Member, **(FRAME 12)** to share with her along with a sample letter you could send her.

SS: I could not have said it better, Jan! Reinstatement and bringing members back into full membership into our Sisterhood is what we all strive for.

Cindy: Okay, so what about unaffiliate members? They are still members, but are not always enjoying the many benefits of full participation in a chapter. Keeping track of them after they relocate can be a difficult thing for both the chapter they moved away from and the chapter or chapters in their new city. We sure don't want members to slip through the cracks and never find a new P.E.O. home!

SS: Members who are moving do require that chapters work together to reach the goal of a successful transfer. I may be Super Sister, but sometimes my memory isn't the best! And, in this instance, you know what helps me most—**Check Lists!** *(Hands them out to Cindy and Jan)*

Jan: Check lists?

SS: Yep! "Check" them out! I'm also giving you a form - "Notice of a Member Moving." **(FRAME 13)** This is the form that the chapter will fill out and send to a sister's new location, whether it's to a contact person for a local reciprocity group or chapter presidents in the area. How will the chapters know a sister has relocated to their area if someone doesn't notify them she's there?

Jan: It looks like the **Check List for a Member Moving** **(FRAME 14)** is filled out by the chapter she is leaving. This is a wonderful plan for staying in touch with our sister who's moving, from the very beginning of her move until she successfully transfers to another chapter. It suggests giving her a **Guide for an Unaffiliate** brochure which will give her the tools she needs to make this happen. **(FRAME 15)**

Cindy: The **Check List for an Unaffiliate Member Moving Into Your Community** is the one I have. **(FRAME 16)** This is obviously to be used by the chapter that receives the "Notice of a Member Moving" form. I can see it being helpful to those chapters that contact the unaffiliate, giving them the tips and reminders that they can use that will hopefully lead to a new member of the chapter!

SS: You two are certainly becoming "SUPER" membership committee members. But, there's one more quick topic I want to discuss—how do you take care of your current active, participating members? We want them to stay that way, right? They are deserving of some TLC, too, aren't they?

Jan: The first thing I think of is communication—making sure all members are aware of chapter meetings, socials, ongoing business and other items of interest. We use emails in our chapter and phone calls for those members who aren't email users. But, I know of other chapters that send postcards to members after a meeting if they weren't in attendance, just so they can keep up with what's happening in the chapter.

Cindy: **(FRAME 17)** I know that some local chapters and state chapters send out periodic newsletters to their members. And, the International and state websites, themselves, are great resources and wonderful learning tools for all P.E.O.s, not just officers. I think we've proven that today! **(FRAME 18)**

SS: That reminds me! I have forgotten a couple other outstanding resources for you. One is especially for you, as the membership committee. I think I saw a copy there on the table. *(Cindy finds it on the table.)* It's called **"Membership Begins with ME! A Guide for the Local Chapter Membership Committee"**. **(FRAME 19)** This is the SUPER guide for how to do your job as the membership committee. In it you will find a listing of even more website resources for you and some ideas for determining chapter health and other general membership activities. And, lastly, one of my favorites—**"The Hot Spots!"** **(FRAME 20)**

Jan: *(finding one on the table)* Oh, sure! We have used them in the past for getting ideas for fundraisers and social meetings and they have been great!

Cindy: But, look! There are also sections on Team Building and Chapter Care. Both of those topics would fit right in with membership, too! How fun is that-- to get tried and true ideas that have been successful in other chapters!

Jan: Oh, my goodness! We have gathered so much here today! We need to get a notebook to put all this in!

(FRAME 21)

SS: Great idea, Jan! Well, I must be on my way! I'm off to help another membership committee with my SUPER sister services. By educating our members on membership issues and inspiring membership awareness, chapter growth will be promoted and attendance and participation will increase!

Cindy: Thank you, Super Sister, for coming to our aid today! We will not forget what you have shared with us!

Super Sister walks off stage as Cindy and Jan wave goodbye.