



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



## **Campaign Timeline and Messaging WINTER 2020**

### **January**

#### **Suggested messaging**

- ★ To beat the January blues, invite two or three sisters to come to your home to watch a movie, eat popcorn, and enjoy each other's company. Be sure to include your nonparticipating and inactive sisters.
- ★ Set a goal for the new year regarding connecting with your sisters. Make it as easy as 1-2-3...1 in-person, 2 phone calls, 3 notes.
- ★ When something happens in your life that matters consider planning an impromptu party to share the joy with your sisters! Text a quick invitation, "Oh my word! I did it! I just (typed the last word on my new business proposal) (made it through the 5K) (fill in with YOUR achievement)! And I want to celebrate reaching this milestone with the friends who encouraged me to take this step. Any of you up for take-out on me tonight?"
- ★ Remember your collegiate sister as she starts a new semester. Send a card signed by chapter members along with a "thinking of you" care package.

### **February**

#### **Suggested messaging**

- ★ Send a Valentine card to three sisters with whom you have not had an opportunity to chat recently (include a nonresident). Take 5 minutes out of your day to send a little tangible love through the postal system telling your sisters why you admire them.
- ★ Contact an inactive member and tell her how much you treasure her and miss her.
- ★ Start a book club or other small interest group! Ask sisters to join whom you don't see often due to their schedules and other commitments. Perhaps your group's meeting time will be more convenient for them.
- ★ Sign up for an art class with a sister you don't know as well and enjoy painting, ceramics, or other crafts while learning more about each other.

### **March**

#### **Suggested messaging**

- ★ Bring a paperback book or a favorite magazine to trade at your next chapter meeting. Put your name and phone number inside the front cover. Call the sister whose book/magazine you took and discuss an article or thank them for sharing.
- ★ Send a St. Patrick's Day card to your nonparticipating sisters. Tell them they are missed and you feel lucky you are their sister! Offer them a ride to the next meeting.
- ★ Find an old photo of you and a sister that will bring a smile to your faces, and text, email or mail it to her with a little note of gratitude for the P.E.O. legacy you share.
- ★ Is there a new movie opening soon? Invite a nonparticipating sister to go with you.