



HOW ONE
LOCAL CHAPTER
GREW BY
LEAPS & BOUNDS
IN LESS THAN
A YEAR

A Membership Success Story

by Carol Alexander, FG, Lake San Marcos, California

P.E.O. CHAPTER FG, LOCATED IN LAKE SAN MARCOS, CALIFORNIA, HAS A MEMBERSHIP SUCCESS STORY THAT BEGAN IN THE SPRING OF 2018 AS WE WERE PLANNING OUR CALENDAR OF EVENTS. WE HAD ALREADY SCHEDULED OUR CHAPTER'S BIRTHDAY CELEBRATION BRUNCH FOR AUGUST, AND REMEMBERING A SUCCESSFUL MEMBERSHIP BRUNCH HELD SEVERAL YEARS AGO, DECIDED TO COMBINE THE TWO EVENTS.

At our April chapter meeting, the Membership Committee announced the combination brunch idea and explained that the pipeline of prospective members was empty. It was time to start seriously thinking of friends and neighbors as possible sisters. Each sister was given a homework assignment to be completed before the next meeting. It consisted of a form that asked for the names of those to whom they would like to give the gift of P.E.O. The forms were to be returned at the next meeting.

The committee wasn't sure what to expect and was pleasantly surprised when, at the next meeting, 13 forms were turned in, thus

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beginning our exciting membership success story. We made calls and mailed invitations to the prospective members and 13 accepted!

The brunch was a huge success with 34 members and 13 guests attending. We held the event at a neighborhood clubhouse, where we decorated with beautifully set tables, copies of The P.E.O. Record and tri-fold displays featuring past convention reports. Chapter FG provided mimosas and a delicious array of food. Guests were welcomed with great enthusiasm by our members. We shared background information about P.E.O., our philanthropies and local scholarship recipients. At the end of the event, each guest was



presented with a star balloon and thanked for attending. The next day, members made follow-up telephone calls, thanking each prospective member for her participation.

Of the 13 guests, one transferred in, and on September 24, 10 names were presented for membership; on October 8, all were voted pro. Two counseling sessions were held and on November 5 at a special meeting, nine new sisters were initiated, three at a time, followed by a catered lunch. The 10th new member was initiated in January. What an exciting time this was! In March, another two outstanding women became members of our chapter! Next the question was how to make them feel a part of our chapter, and also allow the existing members to become better acquainted?

FAST-FORWARD TO TODAY...
ALL NEW INITIATES ARE
MEMBERS OF OUR REGULAR
CHAPTER COMMITTEES.

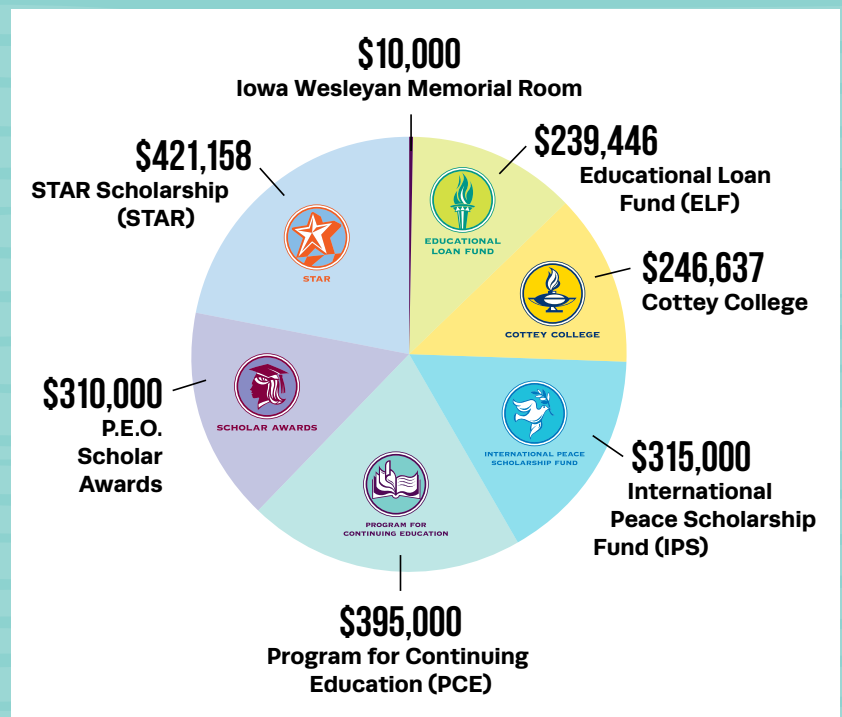
In addition, we have concentrated on getting to know each other better by having small group activities. Participation by both "old" and "new" members in these small group activities—including a breakfast group, lunch group, happy hour group, movie group and live theater group—has been outstanding. Four of the five chairs for these small group committees are new sisters! There is great enthusiasm in Chapter FG as we continue to make membership growth a priority! ★



FOUNDATION

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THANK YOU!