



How to make a cold call to a name on the Non-Member Intro list

(use the following guidelines when speaking in person or leaving a message)

A name on the **Non-Member Intro** list is a woman who is NOT a P.E.O., but whose name has been submitted by a relative or friend.

- 1) Find a name of a woman on the list who lives in your area and give her a call, text, or send an email.
- 2) Introduce yourself as a P.E.O. member from (Chapter ____ and name of your city) and that you received her information from (name of friend or relative) and this person thought she might be interested in learning more about P.E.O.
- 3) Ask if she knows anything about P.E.O.
- 4) Explain some basic details about P.E.O, but don't overwhelm her:
 - P.E.O. stands for Philanthropic Educational Organization and is a women's philanthropy
 - We raise money to provide scholarships, grants, awards and loans to women who need assistance to meet their educational goals
 - We support Cottey College, an independent liberal arts women's college in Nevada, MO
 - And we are a sisterhood that offers friendship with other women who share the same goals, interests and desire to help others
- 5) Give her an opportunity to ask questions.
- 6) If she seems interested, invite her to meet you in an informal setting where you can chat further. Share the pamphlet *P.E.O.: A Philanthropic Educational Organization*, which can be downloaded from the Int'l website or ordered from the Supply Dept.
- 7) If she continues to be interested, invite her to an upcoming social event or even the social part of your business meeting to introduce her to other chapter members.
- 8) Regardless of interest, please ask if you can confirm her current contact information.
- 9) Make sure you give her your name and contact information.