

Take Another Look at the Numbers

Monday September 28, 2026 ZOOM Session

Website Posting

Slide 1 – Welcome Slide – Becky

Welcome everyone. I am glad to see all of you! I am facilitating 4 President's Roundtable sessions this year, one per quarter.

We are all working together on achieving the Wildly Important Goal this year. All Board and Committee activities are designed to give you the knowledge and tools to lead with confidence and understanding.

This session is called, "Take Another Look at the Numbers." The purpose of our time together is to explore North Carolinas' membership numbers, understand terms and trends in P.E.O. membership and link our strengths and opportunities with the 1 Wildly Important Goal or WIG!

SLIDE 2 - Picture of Becky and Gina - Becky

I am Becky Murphy and I am currently serving as the President of the North Carolina State Executive Board. I am a member of Chapter AW – Waynesville. I served on the NC Cottey and Membership Committees before joining the Board.

I am co presenting with Gina Lindsey. She is serving as the North Carolina State Executive Board Secretary. Gina is a member of Chapter AL Greensboro and has served on the Sisters Embrace Everyone Special Committee for 4 years.

We have both been P.E.O.'s for 17 years!

Recognize other Board members. Thank you Sue Knape, Chair of the Tech Committee for being behind the scenes helping to make this happen!

SLIDE 3 – WIG - Gina

Last year, the International Chapter established ONE GOAL for the entire sisterhood and that was to Increase Member Engagement. We were asked to support this goal with strategy's that would engage our membership. So, we did! We did it with your help! We analyzed the data from the Leadership Survey that chapter officer teams completed. The NC Wildly Important Goal or WIG was rolled out at convention in May.

North Carolina embraced member engagement as chapters reported that around 38% of active sisters could increase their involvement. There are strategies for chapters and initiatives that the Board and committees are supporting to increase member engagement.

SLIDE 4 – WIG STRATEGIES - Gina

The overall goal is to Increase Member Engagement. Our goal targets participation:

NC will increase the percentage of participation in P.E.O. Activities

Here is how we are supporting progress:

- A. Continue with the Chapter Leadership Survey annually to establish a clear Vitality picture of our state
- B. Create an end to end pipeline for State Board and Committee Service
- C. Encourage chapters to participate in the Motivation and Membership Challenge 2.0

Slide 5 – THE WIG HOW - Becky

Here is HOW this will happen:

- A. Increase new sisters in chapters by 10% and decrease the number of inactive sisters by at least 20%
- B. The nominating committee will receive at least 5 applications for board and state committee service
- C. Increase the number of chapters participating in the m&m challenge from 31 to 62 and increase the number of activities recorded from 250 to 500.

Slide 6 – Make the Connection - Gina

What is the connection between these goals and strategies and increasing participation?

Participation in chapter life by all sisters helps to share with the work of our sisterhood. A steady welcoming of new women keeps ideas coming and helps chapters thrive.

Educating North Carolina sisters about state level service creates curiosity and commitment. There are over 45 service opportunities at the state level. Engagement at this level is participation.

The m&m challenge is an easy way to keep engaged with ALL chapter sisters. Engagement supports sisters having a genuine feeling of belonging that could decrease the amount of inactive sisters.

Slide 7 – Empowered in Knowledge - Becky

Understanding how numbers influence vitality increases your effectiveness in leading your chapter. ***Our organization was built by LOVE and LOYALTY to each sister that rests on the unbreakable bonds of Sisterhood.***

Let's Pause and learn more about membership terms.

Slide 8 – ACTIVE SISTER – Gina

Active Sister

An active sister is a member who is current in the payment of her dues. She is a member of an active chapter. She could be unaffiliated but is always assigned to a chapter. This status does not mean she is participating.

Slide 9 – INACTIVE SISTER – Becky

Inactive Sister – UPDATED INFO!

This is a sister who elected not to pay her dues by February 28/29 of any given year. She is not participating in chapter life. She does not have the same privileges as an active member. She can attend the program time at chapters meetings and any social. Did you know that Suela Pearson was our first inactive member?

Note – The script and slide show has been updated from the recording on September 28, 2026. The video indicates that Frac Rhodes was a sister that was inactive and non-participating after leaning Iowa Wesleyan, however it was Suela Pearson.

Slide 10 – REINSTATED MEMBER – GINA

Reinstated Sister

This is a sister who is inactive and decides that she would like to become an active member again. She may be re-joining the chapter where she went inactive or she may be reinstating to a new chapter. If this is the case, she is also transferring.

SLIDE 11 – TRANSFER - Becky

Transfer

This action used to be called “demit.”

A transfer is when an active sister moves from one chapter to another.

A transfer can be an in inner state transfer – meaning they go from one NC chapter to another, or an Out of state transfer meaning the sister is coming from a chapter in another state.

We count out of state transfers as a gain.

SLIDE 12 – Chapter Eternal – Gina

Always a P.E.O..... we care and love our sisters who have passed and celebrate them all. We will be looking at the active members passing.

Slide 13 – New Initiate – Gina

Initiate

An initiate is an addition of a new woman, to your chapter, who is just beginning her P.E.O. life!

Slide 14 – Look at NC numbers for 2025-2026 - Becky

The P.E.O. year is March 1, of any year through February 28/29 of the following year.

This is the 2025-2026 NC Membership report issued by International after the annual report process was completed. This report is part of the Convention program and appears again in the official proceedings. Convention Programs and Proceedings are available for any sister to review. They are housed on peonc.org – click on Events and select Convention Page

Let's take a look:

This report covers membership activity in NC from March 1, 2025 – February 28, 2026.

The starting figure of active members was 2,985 – highlighted in teal

Initiations, transfers in, and Reinstatements totaled 179 – that is in green

Transfers out, Chapter Eternal and inactives totaled 243 – that is yellow

We had a loss of membership for that year. The net loss of sisters was more than the gain of new members, or 64. $243 - 179 = 64$. We ended the year with 2921 active sisters.

Understanding the numbers helps all of us to thrive at the chapter level.

You can see from this information that 180 inactives is a number that needs to decrease.

Slide 15 – Decrease Example - Gina

What happened when there are fewer inactives at the end of the year?

We can't always influence a member's journey in P.E.O. Some inactive members are unavoidable.

We do know that we can always improve connecting with all sisters and engagement can lead to an increase in participation.

Let's take a look with only half of the number of inactives, or 90, for this year.

14 Transfers out, 49 women who joined chapter eternal and 90 who when inactive. That totals 153.

Keeping the Increase numbers at 179 or 120 initiations, 48 transfer in and 11 reinstatements, would then result in a NET GAIN of 26 sisters. We got that from 179 (increase in sisters) – minus 153 (decrease in sisters) equaling 26. The ending number being 3012 active sisters.

Slide 16 - Last 5 years in NC - Becky

Here are the numbers from the last 5 years.

There is an average yearly loss of around 82 members per year during this timeframe, however the loss is getting somewhat better.

We had a growth year in 2024. Many think this was the post pandemic joy. There were a good number of initiations out of state transfers and reinstatements. This number exceeded chapter eternal, transfer out of state and inactives.

Slide 17 – New sisters - Gina

What else can we learn from the numbers?

Keeping a steady flow of new women joining our chapters is good in many ways.

New people bring new commitment, new ideas and new energy.

Having a chapter where a lot of sisters do a little is the better model. We want to prevent burnout.

Connection plays as vital role in our sisterhood. Belonging results from showing loving concern for each other, (which is shown in countless ways!) plus promotes loyalty to the organization. Having an authentic connection to one's chapter will decrease some sisters from going inactive.

Slide 18 – Inactive – Becky

Sometimes we know exactly why a member may become inactive and sometimes we may not be aware they are considering this.

Although we say we would like to prevent sisters from going inactive, another look at this dynamic is to have a culture in your chapter that promotes connection and belonging, always. Creating a safe and trusting place to enjoy our sisters and show our love is a thriving environment.

Build a Culture that values Connection!

Slide 19 – Revisit WIG m and m chart - Gina

Let's swing back around and talk about the Wildly Important Goal once more. The m&m challenge is set to create a culture of connection.

This easy fun program reminds us of ways we can connect with sisters, project recipients, potential members and your communities. We can name so many actions and ideas that support this notion. it is good to learn about new activities that are easy to do.

Have you thought about how connection can keep sisters engaged and bump participation? Contributing to chapter life makes us fall in love with P.E.O. over and over!

Are you participating in the m and m challenge 2.0?

Slide 20 – m and m card - Gina

The m and m information is on peonc.org. Sign on as a member and click on the Membership tab.

Scroll down to the info about the challenge. We would like for every chapter in NC to submit activities each month that records your participation. The categories are:

- Orange – Connect with a sister
- Yellow – Share about P.E.O.
- Blue – Support Project Recipients
- Green – Involve the Whole Chapter
- Red – Contact Potential Members
- Brown – Love in Action

Slide 21 – m and m newsletter - Becky

Plus! The NC Membership Committee has set all of us up for success.

The m&m newsletter has great ideas so you know exactly how to participate.

The ideas from the newsletter will help you come up with more ideas!

Not only will the m and m challenge directly impact member participation but will also help NC meet the WIG! Or Wildy Important Goal .

Slide 22 – m and m numbers from the WIG slides – Becky

We would like to double the number of chapters and activities this year.

As of September 15, here is the progress! Very exciting! We are going to raise the roof on these activities. We are looking for more chapters to get in on the fun and experience the rewards of connection!

We have 45 chapter reporting 413 activities!

Slide 23 – connecting the WIG and growth. - Gina

North Carolina would like to have a zero loss or a growth year for 2026 -2027.

Let's do a quick review of our map towards growth.

We started this year with 2,985 active members and have set a goal for a 10% increase in membership through initiations, reinstatements and out of state transfers. That number would be around 290 new sisters or new to NC, or new to your chapter. If you are a chapter with 30 actives members, you can focus on 3 new members.

Limiting inactives or decreasing by 20% this year is helpful. 20% of 180 is just under 40, meaning we can shoot for 140 or fewer inactives.

A possible scenario could be

290 new members, (initiations, reinstatements, etc.) minus 140 inactives, even on the transfers in and out, and around 40 sisters entering chapter eternal. So 290 Sisters would give us a gain of 110 people.

$290 - 140 - 40$ is 110!

That is a Huge Gain.

Slide 24 – take One more look – Becky

Additional insight allows us to discover that there are other positive scenarios with a 10% gain.

Lets look at another option using current numbers in NC.

7 months have gone by in this P.E.O. year and here are the numbers:

Initiations - 79

Reinstatements - 12

Transfers In (From Outside NC) – 21

Chapter Eternal - 16

$79 + 12 + 21 = 112$ for 7 months or an average increase of 16 per month.

With 5 months left in the year we may see about 77 more sisters, (cant transfer in February) totaling 189 for the whole year, or 112 plus 77.

Chapter Eternal numbers is 16 for 7 months, so we can expect an additional 15 angels, or about 31. I feel safe to say 40, as sometimes chapters update their files during the annual report process. NC has an average of around 50 sisters enter chapter eternal, however the national average dropped last year.

With these estimates here is a scenario

Keeping transfers in and out as a wash, meaning that they would stay close in number and

Increases – 189

Chapter Eternal – 40

That is a total of 149 – along with a 20% decrease as mentioned before in inactives at around 140 would yield an increase overall of around 9 sisters.

These number are based on average performance each month. There are many factors and trends related to how and when chapters initiate, find out about a reinstatement or issue invites to transfers.

It is clear that increasing new sisters and decreasing inactive sisters gets us where we want to be.

The action you can do anytime is engage with all sisters by using the m and m challenge.

Growth in sisters or zero loss is a win.

Slide 25 – thank you and questions - Gina

We hope that learning about the numbers will help you understand your chapter membership.

We are open for questions and again are so glad you are here.

Gina has a new ending. FYI

Sue Knape will read chat box questions.