



# Daughters of Penelope

Growth and Expansion



# Daughters of Penelope

*Every* Member Matters

# New Members

- \* Energetic
- \* Enthusiastic
- \* Bring New Ideas
- \* Willing to Participate
- \* Technologically Savvy
- \* Believe in the Goals and missions of the DOP



# Reinstated Members

- \* Took Time Off
- \* Renewed Interest
- \* Social Circle
- \* Have Time To Give
- \* Bring New Insight
- \* Believe in the Goals and missions of the DOP



# Constant Members

- \* Part of Chapter History
- \* Stick Around Through Thick and Thin
- \* Glue of the Chapter
- \* Made Time to Give
- \* Open to New Ideas
- \* Believe in the Goals and missions of the DOP



# Life Members

- \* Backbone of Chapter
- \* Respected
- \* Honored
- \* Chapter Historians
- \* Believe in the Goals and missions of the DOP



# Recap

- \* **Celebrate** Each and Every Member
- \* **Respect** Each and Every Member
- \* **Honor** Each and Every Member
- \* **Thank** Each and Every Member



Daughters of Penelope

*Success,*

One Sister at a Time



# Success, one Sister at a Time

- \* Continue Program initiated by GP Demi with a Twist
- \* “Drive Penelope”
- \* Mentorship/Buddy Up
- \* “Talk up the Daughters”
- \* Bring New Insight
- \* Share your Membership Experience



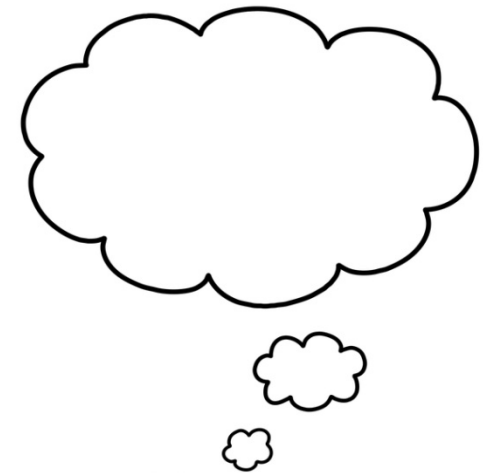
# Marketing For Membership

- \* Word of Mouth/ Sing our Praises
- \* Social Media
- \* Email
- \* Posters
- \* Reach Out and Touch Someone
- \* Host Events
- \* Welcoming Website



# Final Thoughts

- \* Flexibility
- \* Convenience
- \* Enjoyment
- \* Create a Feeling of Belonging
- \* Member Survey
- \* You need to Listen, to Learn, to Help, to Lead



# Action Plan

- \* Tell Us Your Story
- \* What Motivates You to Stay?
- \* Share Ideas to Boost Membership
- \* Two New, Two Renew
- \* Networking
- \* Challenges

