



Women Helping Women Reach For The Stars

The P.E.O. Sisterhood
Brand Tool Kit

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Brand Overview

The Essence of the P.E.O. Sisterhood

Often when people think of the word “brand,” they think of a logo. Although this certainly represents a brand, it does not encompass it. The logo is part of the visual identity of a brand, but only a very small part of the branding process.

Every person is impacted and moved to action by a brand. For instance, think of a certain product used on a regular basis. It may not matter the price or the packaging, but if a person uses the same product over and over, they are likely loyal to that brand. This may be true for a store or a restaurant when a person chooses to consistently go to one business over another – time and again.

It is pretty certain people do not use a restaurant simply because they have nice logo out on the sign, but because of the experience provided inside the restaurant. The same is true for products. We choose a certain brand of product because for some reason our experience with the brand has encouraged us to be a repeat buyer.

Every organization has to consider their brand, and how it impacts every aspect of the organization. Like the restaurant, we not only have to think about the visual identity of the logo on the sign externally, but we have to consider the experience internally. Identifying and unifying our messaging and communications is critical to elevating the P.E.O. Sisterhood and strengthening our organization.

Our brand is our essence—what we are about, the benefit we provide and why our stakeholders should engage with us. To use and manage it effectively, we must present ourselves as a unified cause with shared values and a common voice. The P.E.O. Sisterhood already has a strong visual identity, and a unified voice will only strengthen the Sisterhood.

Our Brand Promise

The brand promise is our cause. It explains who we are, what we stand for and why anyone should care. The brand promise is not a tagline and is not intended for marketing collateral. It is much greater than that. It serves as our inspiration for building a strong, cohesive, integrated brand and communications program. It is a master narrative that summarizes the reason the organization exists. It also sets a framework for the work of the organization, and guidance for our standards of service.



The P.E.O. Brand Promise

P.E.O. is an organization of women, by women and for women. P.E.O. supports women both through friendships and the bonds of sisterhood and through educational scholarships, grants, awards and loans.

P.E.O. is one of the oldest women’s organizations in North America. What started with a bond of friendship between seven young women in 1869, P.E.O. has grown to more than 6,000 local chapters with nearly a quarter of a million members in the United States and Canada. A legacy passed down through generations of women, P.E.O. has deep roots in local communities and our influence reaches to all corners of the globe.

P.E.O.s are women of all ages, from all walks of life, united in a shared passion for educating women and the belief that doing so can change the world.

Friendship is the cornerstone of P.E.O.—it is the legacy left by our Founders and it thrives in our unique Sisterhood. P.E.O. exists to be a source of encouragement and support for women to realize their potential in whatever worthwhile endeavor they choose.

Our Mission Statement

An organization’s mission statement is a carefully crafted statement that clearly defines the organization’s work, for and by whom, the impact they make, and how they accomplish their goals. A clear mission statement not only communicates the purpose of the organization to others, it becomes a road map for organizational decisions and strategy.

The P.E.O. Mission Statement

P.E.O. is a philanthropic organization where women celebrate the advancement of women; educate women through scholarships, grants, award, loans and stewardship of Cottey College; and motivate women to achieve their highest aspirations.

Our P.E.O. Tagline

A tagline is the shortest version of your brand communications. It is the simplest way to represent who you are and what you do. In the case of an organization with a charitable cause, it also should evoke some emotion regarding the organization's impact. At the core of the P.E.O. mission is the thousands of women in local chapters who form a unique bond and in turn help their sisters and other women reach their full potential.

The P.E.O. Tagline

Women helping women reach for the stars

Our Elevator Speech

It is important that there is a way to take the master narrative in the brand promise and boil it down to a few sentences. An easy way to think of that is to know how to answer if there was only enough time for a quick elevator ride. So, an "elevator speech" is the perfect tool when asked "what is P.E.O?" or "what does P.E.O. stand for?"

The P.E.O. Elevator Speech

P.E.O. provides educational opportunities for women. We do this by offering scholarships, grants, awards and loans to help women enhance their lives through learning.

Our Core Values

Our core values unite us as a movement with a common cause. They are shared beliefs and essential principles that guide our behavior, interactions with each other and decision making. P.E.O. is unique in that the values have been a central part of the Sisterhood for nearly 150 years. It only follows that the values identified by the original seven Founders are still relevant today, and core to who we are, how we communicate and how we behave.

P.E.O. Core Values

- **Faith**
- **Love**
- **Purity**
- **Justice**
- **Truth**

Demonstrating the P.E.O. Values

- **Faith**
 - We have confidence in others. We believe in others' personal abilities and demonstrate this in our words and in our actions. We are inspired knowing we can accomplish more working together.
- **Love**
 - We see the very best in others, and show a genuine concern for each person we encounter. We know that by truly caring, we will develop harmony and contentment. This value is core to everything we do.
- **Purity**
 - We hold ourselves to a high standard of personal behavior in word or deed. We are virtuous. We focus on the positive and look for others' good intentions. We are slow to criticize and quick to praise.
- **Justice**
 - We seek fairness by understanding others' opinions. We listen and are slow to judge. We find balance by considering the many variables in any situation. In all our actions, we show respect for others.
- **Truth**
 - We believe truth is the cornerstone that upholds all other values. We hold ourselves to the highest standard of personal integrity. Our success is dependent upon this value, and it binds us together in a common bond of belief in each other, in what we say, and in what we do.

Our Personality

Personalities are not exclusive to just people, characteristics can be extended to brands as well. As we strive to have a common voice, this personality should be intrinsic at every level of the organization. By subscribing to common values and a consistent voice, we can strengthen our personality in a positive way, drawing others to our organization.

The P.E.O. Personality

The P.E.O. personality is a mixture, drawing on our heritage and traditions that formed our beginnings – we are defined by the nurturing that happens in local chapters to how we motivate women to achieve their highest aspirations and goals.

The P.E.O. Voice

The P.E.O. voice is driven by our personality, an element of our overall brand identity. We use the word “voice” to describe the way our brand looks and sounds. This includes any time we communicate, whether in written or in spoken form. Although the “voice” is easier to discern when spoken, it can be just as evident in written form. In addition, the P.E.O. tagline is “Women helping women reach for the stars” and that should come through in every piece of content we produce and our interactions as well.

The following terms describe the tone of all of our communications

- **Empowering**
- **Welcoming**
- **Positive**
- **Nurturing**

Characteristics of the P.E.O. Voice

- **Empowering**
 - We are passionate about our quest to inspire women to reach their highest aspirations and we devote our full power and concentration to our cause. We're motivated to achieve our mission.
- **Welcoming**
 - We want all people to feel comfortable around us. We accept our sisters, recipients and BILs openly, warmly and hospitably and as equal participants from all walks of life.
- **Positive**
 - We focus on the good in the world and in people, aspirations and power each of us holds.
- **Nurturing**
 - We recognize everyone has personal strengths. We care for, support and help women develop through encouragement. We infuse our every message with a degree of empathy, because we sincerely care for the well-being of others and are rooting for their success.

Attributes of the P.E.O. Voice...

- Is clear and straightforward, without jargon or wordiness. The most concise method of stating something is often the most powerful. Instead of “we are accomplishing improvement outcomes,” use “we are improving.”
- Prefers active voice to passive. “We provide women,” instead of “women are provided with scholarships, etc.)
- Uses first-and second-person language (“we” and “you”) and contractions when appropriate
- Engages the audience in conversation, questioning and cooperation. Feel comfortable asking your audience questions. And always welcome questions and comments from them.

Moving the Brand Forward

Each person involved in the P.E.O. Sisterhood has a role in forwarding and strengthening the P.E.O. brand. By uniting with clearly defined messaging and voice guidelines, we can offer a consistent, effective and compelling brand both internally and externally. As P.E.O. has proven time and time again over the years, when the P.E.O. sisters bond together with a common goal, the outcome can be powerful.