

P.E.O. Style Guide

Jan. 2025

Introduction

As an extension of the P.E.O. brand, it is important to have resources available for sisters to help communicate our message.

The P.E.O. Style Guide is a reference tool to help you follow a writing style that is consistent and appropriate for print and digital materials relating to P.E.O. You are encouraged to use this style guide in conjunction with the Media Kit. The kit can be found on the P.E.O. International website here: Media Kit.

The P.E.O. Style Guide includes guidance on appropriate and consistent writing styles, definitions of P.E.O. terms and acronyms and how to correctly use P.E.O.-specific terms and acronyms in writing.

The P.E.O. Record and P.E.O. as a whole generally follow the AP Stylebook with the exception of items included in this guide. Please refer to the AP Stylebook for items that may not be included in this guide.

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The P.E.O. Voice

The following terms describe the tone of all of our communications:

- 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 are motivated to achieve our mission.
- Welcoming
    - We want all people to feel comfortable around us. We accept our sisters, their spouses, partners and families and philanthropic project applicants 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, the 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 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:

- Clear and straightforward, without jargon or wordiness. The most concise method of stating something is often the most powerful.
    - Example:
        - Instead of “we are accomplishing improvement outcomes” use “we are improving.”
- Prefers active voice to passive
    - Example:
        - “We provide women” instead of “Women are provided with”
- Engages the audience in conversation, questioning and cooperation

P.E.O. Terminology

Bed and Breakfast - A program offered by chapters as a means of fundraising for P.E.O. projects. The program is available to P.E.O. members and their immediate families and friends when accompanied by a P.E.O. A current listing can be found on the P.E.O. International website.

Ceremony of Initiation (COI) - The ritual whereby new members are accepted into the Sisterhood.

Chapter - A chapter is a unit of organization consisting of three levels:

- **Local:** Comprised of charter members and those received thereafter by initiation or transfer. Identified by sequential letters of the alphabet. Led by seven officers; schedules 12 regular meetings per year.

  Identify local chapters by chapter letter, city, state/province/district.
  - Examples:
    - Jane Smith, a member of Chapter CC, Greene, Iowa, organized a bake sale.
    - Jane Smith, a member of Chapter CC/IA, organized a bake sale.

- **State/Provincial/District (S/P/D):** Consists of all active members of local chapters and active members of local disbanded chapters within a state, province or district. Led by an executive board of five officers; holds annual conventions.

  The Northeast District includes Maine, New Hampshire, Rhode Island and Vermont. This is abbreviated as NED.

  Local chapters in Alberta and Saskatchewan belong to Alberta-Saskatchewan Provincial Chapter; local chapters in Manitoba and the northwestern part of Ontario belong to Manitoba-Northwest Ontario Provincial Chapter; and local chapters in the remaining part of Ontario and Quebec belong to Ontario-Quebec Provincial Chapter.

- **International:** The highest body of the P.E.O. Sisterhood. Led by an executive board of five officers. Consists of all active members of the Sisterhood. Meets biennially.

- **Chapter in non-chartered territory:** Local chapters in areas without an s/p/d chapter which are under the jurisdiction of International Chapter.

- **Merged Chapter:** Two local chapters that have merged into one chapter use the hyphenated letters of both chapters, with the oldest chapter listed first.

- **Disbanded Chapter:** A chapter that has relinquished its charter by action of the s/p/d board or by vote of an s/p/d convention (Constitution, Part III, ARTICLE I, Sec. 11).

Chapter Eternal - Deceased members are said to belong to "Chapter Eternal."

Chapter Membership History (CMH) - Lists all P.E.O. members who have belonged to a chapter, except those who passed away before 1980. Information on members who died prior to 1980 may be found in the chapter's retired General Enrollment Book.

Conventions

- **State/Provincial/District (S/P/D):** An annual meeting within a s/p/d at which each chapter is represented by at least one voting delegate. Any active member may attend. Decisions made here affect the chapters within that s/p/d chapter.
- **International:** A biennial meeting of delegates from each s/p/d. Any active member may attend. Decisions made here affect every chapter. Sometimes casually referred to as CIC (Convention of International Chapter).

Cottey College – See below under Philanthropic Projects.

Directories – Directories on the P.E.O. International website list the name of the president of each local chapter; the current state, provincial and district (s/p/d) chapter officers; the officers, boards of trustees, standing committees and appointments of International Chapter; the living past presidents of International Chapter and the living past presidents of s/p/d chapters.

Dues - Dues are payable in advance and are delinquent March 1.

Emblem - A five-pointed gold star pin with the letters P.E.O. across the center. Name, chapter letter(s), s/p/d and year of initiation are engraved on the reverse side. The emblem is worn to meetings and other P.E.O. functions on the left side above all other pins worn as badges. (P.E.O. Constitution, Part III, ARTICLE VII)

Executive Board of International Chapter - Officers who manage the affairs of the International Chapter of the P.E.O. Sisterhood consisting of president, first vice president, second vice president, organizer and recording secretary.

Executive Office - Headquarters of P.E.O. International located in Des Moines, Iowa.

- Capitalize only when using the entire official name.
    - Examples:
        - I visited the P.E.O. Executive Office today.
        - I visited the executive office today.

Exemplification - The demonstration within each chapter of P.E.O. procedures, including the Ceremony of Initiation.

Founders - Capitalize Founders when referring to the seven Founders of P.E.O.: Mary Allen (Stafford), Ella Stewart, Alice Bird (Babb), Hattie Briggs (Bousquet), Franc Roads (Elliott), Alice Virginia Coffin and Suela Pearson (Penfield).

- Example:
    - The Founders are honored each year in January in many chapters.

Founders' Day – P.E.O. was founded on January 21, 1869. An annual observance on January 21 recognizing the seven Founders of P.E.O. Use an apostrophe after the "s" when referring to P.E.O. Founders' Day. P.E.O. has seven Founders so we write it as if the day belongs to the Founders.

- Example:
    - Our chapter celebrated Founders' Day with an afternoon tea.

Instructions to Officers of Local Chapters (IOLC)

Instructions to Officers of State, Provincial and District Chapters (IOSC)

International Chapter of the P.E.O. Sisterhood - The highest body of the P.E.O. Sisterhood and the name under which

P.E.O. is incorporated. Consists of all active members of the Sisterhood. International holds biennial conventions. International Chapter of the P.E.O. Sisterhood is headquartered in Des Moines, Iowa.

International P.E.O. Day - Annually on January 21, P.E.O. members and local chapters recognize our Founders through local service and community visibility.

Iowa Wesleyan University - The birthplace of P.E.O. in Mount Pleasant, Iowa. The university closed in 2023.

LEAD (Leadership, Education and Development) Conference - An annual event held in July that brings together the president and organizer from each s/p/d.

Leadership Team Meeting (LTM) - Biennial meeting of all standing boards and committees with the Executive Board of International Chapter.

Manual for Supervision of Local Chapters (MSLC)

Marguerite - The organization's official flower, representing the colors white and yellow. White and yellow daisies are used interchangeably with the marguerite.

Membership

Active Member - One who has paid her annual dues and has all privileges of the Sisterhood.

Active Member of Disbanded Chapter - This is an active member of a chapter at the time it disbands, who continues to pay annual state/provincial/district and International Chapter dues.

Inactive Member - One who has forfeited all privileges of the Sisterhood upon failure to pay dues and/or assessments before March 1.

Introduction of a Woman Who Is Not a P.E.O. - A form used by individual members to recommend someone to a local chapter who they feel possesses the qualities of a P.E.O. and might benefit from membership.

Invitation to Transfer - Invitation used by a local chapter corresponding secretary to invite a member to transfer.

Membership Card - Provided annually upon payment of dues, it indicates active membership and affords its holder all the privileges of membership.

Membership Roster - A list of all living active and inactive members in a chapter.

Member Update - An online form a member, local or s/p/d officer may use to easily update information. Once submitted, the update is automatically sent to the membership department.

Nonparticipating - An active member who is not able to attend chapter meetings or otherwise join in chapter activities.

Notice of Member in Your Area - An online form a corresponding secretary may use to report the name and address of a member residing in another city who is interested in a transfer. Once submitted, the information is sent to local chapter presidents, the s/p/d organizer or the organizer of International Chapter (non-chartered territory).

P.E.O. Member ID - The P.E.O. Member ID is the computer-generated official method for identifying P.E.O. members. The seven-digit P.E.O. Member ID can be found in the following locations:

- The Member ID Search page on the P.E.O. International website
- Membership Roster
- Back cover of The P.E.O. Record, in the member's address section
- Email from membership department providing new initiate's Member ID (sent to chapter within three weeks

of receipt of Member Update form reporting initiation)

Sponsor - Members who sign the Sponsor for Membership form proposing a woman for P.E.O. membership.

Sponsor for Membership - The form sponsors sign when presenting and proposing a name for membership.

Reinstatement - The process by which an inactive member may request a return to active status.

Transfer - The process by which a member moves from one chapter to another. (P.E.O. Constitution, Part III, ARTICLE X)

Transfer In - Term used by the chapter to which a member has transferred.

Transfer Out - Term used by the chapter from which a member has transferred.

Unaffiliate Member - A member who lives in a community other than where her chapter is located.

Official Visit - Official visit is a visit to a local chapter by the state/provincial/district chapter organizer or her proxy during which exemplification of the Procedure for P.E.O. Chapter Meeting (except nomination, election and installation of officers, unless requested) and Ceremony of Initiation may be required. All officers' books, supplies, bylaws and reports may be presented for review if requested by the organizer.

Organizer's Report of Charter Members - The form submitted to the membership department by a state/provincial/district organizer that lists the names and addresses of charter members of a new chapter. This list includes members who transfer, reinstate or enter by initiation.

Organizer's Report of Election - The form submitted to the membership department by a state/provincial/district organizer that reflects the officer contact information for a newly organized chapter. This form generally accompanies the Organizer's Report of Charter Members form listed above.

Past President of International Chapter (PPIC) - Identification of past president of International Chapter. Abbreviation is PPIC. It is proper to write out past president in regular prose.

Past State President (PSP), Past Provincial President (PPP) or Past District President (PDP) -

- PSP, PPP and PDP are abbreviations used for identification of past state presidents, past provincial presidents or past district presidents in the database and on forms. It is proper to write out past president in regular prose.
    - Examples:
        - Jane Doe, past president, Iowa State Chapter, helped organize the fundraiser.
        - Jane Doe, PSP, Chapter T/IA

P.E.O. - Stands for Philanthropic Educational Organization. Always use periods.

P.E.O. Foundation - Use "the Foundation" or "the P.E.O. Foundation" when referring to the entity. Established in 1961 to encourage tax-deductible giving to the educational and charitable projects of the P.E.O. Sisterhood. Gifts to the Foundation are tax-deductible.

P.E.O. Groups - May be established in retirement, resort or government communities and in foreign areas for the purpose of maintaining P.E.O. membership, contact and interest. Consist of seven or more active members, who shall retain active membership in their respective local chapters. A current listing of groups can be found on the P.E.O. International website.

The P.E.O. Record (or The Record) - The official publication of the Sisterhood.

Philanthropies/Projects

P.E.O. philanthropies and their accepted abbreviations are:

- Cottey College - A nationally ranked, fully accredited, independent, liberal arts and sciences college for women located in Nevada, Missouri, has been owned/supported by P.E.O. since 1927 and offers baccalaureate degrees in a variety of majors. Cottey College, a debt-free institution, welcomes women from around the world.

    - Cottey College is used on the first reference and Cottey subsequently. Cottey College is also referred to as "the College" in some subsequent instances.
    - Cottey College has one Founder so if Cottey's Founder's Day is mentioned, the apostrophe goes before the "s."
      Example: I traveled to Nevada, Missouri, to celebrate Founder's Day at Cottey College.

- P.E.O. Educational Loan Fund (ELF) - A loan fund established in 1907 to lend money to qualified women students to assist them in securing a higher education.
- P.E.O. International Peace Scholarship Fund (IPS) - A fund established in 1949 to provide scholarships for women from other countries for graduate study in the U.S. or Canada. Recipients may also be undergraduate students attending Cottey College.
- P.E.O. Program for Continuing Education (PCE) - Established in 1973 to provide need-based grants to women in the U.S. and Canada whose education has been interrupted and who find it necessary to return to school to complete a degree or certification that will improve their marketable skills for employment to support themselves and/or their families.
- P.E.O. Scholar Awards (PSA) - Established in 1991 to provide substantial merit-based awards for women of the U.S. and Canada who are pursuing a doctoral-level degree at an accredited college or university.
- P.E.O. STAR Scholarship (STAR) - Established in 2009 to provide scholarships for exceptional women in their final year of high school to attend an accredited postsecondary educational institution in the U.S. or Canada in the next academic year.

Reciprocity - Local chapters, or their representatives, in a city or district who unite for one or more of the following purposes: to welcome unaffiliate P.E.O. members, to promote the acquaintance of all members in the city or district and to further interest in the projects of the Sisterhood. (Constitution Part III, ARTICLE XIII, Sec. 2) A current listing can be found on the P.E.O. International website.

Regional Membership Representative (RMR) - A member of the Membership Committee of International Chapter appointed to assist a regional group of s/p/d chapter executive boards and their membership committees in growing and sustaining P.E.O. membership.

Sister - Members of P.E.O. are referred to as sisters, chosen to indicate the close relationship between members.

Sisterhood - Due to the sisterly bonds we share, the term by which P.E.O. is referenced.

S/P/D: State/Provincial/District, State/Province/District - The abbreviations s/p/d and S/P/D are used on forms and in copy. They are used as nouns or adjectives and are either lowercase or capitalized depending on context. S/P/D can be used as an adjective for state/provincial/district chapter or as a noun – s/p/d(s). A current listing can be found on the P.E.O. International website.

TLC - TLC - Tender Loving Care is a network of P.E.O. sisters who provide resources for P.E.O. members in emergency situations and support college students who may need assistance while away from home. A current listing can be found on the P.E.O. International website.

Websites and Social Media

P.E.O. International Website - The P.E.O. International website is www.peointernational.org. Some portions of the website are available to the public and some are restricted to members. Members must log in to access restricted pages and resources, which include training materials, online forms and other resources.

Social Media Accounts - P.E.O. International has three official social media accounts. They are considered to be official communication outlets for P.E.O. International.

- Facebook – PEO International
- Instagram – @peointernational
- LinkedIn – International Chapter of the P.E.O. Sisterhood

Writing Style

Abbreviations

- Spell out some commonly abbreviated words.
    - Examples:
        - Saint (not St.)
        - Mount (not Mt.)
- Use periods when abbreviating United States, i.e., U.S.

Academic Degrees

- Use apostrophes in bachelor's degree, master's degree, etc. Do not capitalize.
- Associate degree is not possessive. Do not capitalize.
- Do not use possessive form in Bachelor of Arts or Master of Science, etc. Capitalize.
- Use periods in abbreviations such as A.A., B.A., B.S., M.A., Ph.D.
- A P.E.O. may use academic titles or degrees as part of her name but we do not publish them as such.
    - Example:
        - A P.E.O. may refer to herself as "Dr. Jane Doe." In P.E.O., we would simply recognize her as Jane Doe.

Acronyms

- Spell out the full name of any acronym in the first occurrence with the acronym in parentheses directly following.
- For all following occurrences, use only the acronym.
    - Example:
        - The Educational Loan Fund (ELF) has a low interest rate of 2 percent. If you have any questions about ELF, call or email the ELF supervisor.

Active vs. Passive Voice

- Make an effort to use the active voice for the majority of your sentences. The active voice is clearer, more straightforward and keeps sentences from becoming too complicated or wordy.
    - Examples:
        - Passive voice: The cake was baked by Pamela.
        - Active voice: Pamela baked the cake.

Addresses

- Use abbreviations Ave., Blvd. Ct., Dr. and St. with a numbered address.
- Use figures for all address numbers.
- Abbreviate compass points, with a period, to indicate directional ends of a street.
- Do not use periods when abbreviating compass points (NW, SE, etc.).
- Use a comma and periods when writing Washington, D.C.

Bold/Italics

- Bold and italics should be used sparingly for emphasis. Underlines should not be used to avoid confusion with web links.

Capitalization

- The P.E.O. Record (just initial caps)
- Convention of International Chapter (CIC) is always capitalized. Lowercase convention when used as a general term.
- Committee names, when specific, are initial-capped.
    - Example:
        - The Finance Committee will meet in July.
- Generic committees are lowercase.
    - Example:
        - We will appoint a nominating committee.
- The words “project” and “projects” are lowercase.
    - Example:
        - ELF is one of the P.E.O. projects.
- Endowed Award and Named Award are capitalized, even if the name of the award is not used.
- Specific degrees, such as Bachelor of Arts, are capitalized. DO NOT capitalize degree subject matter unless it is a proper noun.
    - Examples:
        - She has a master’s degree in statistics.
        - She has a bachelor’s degree in Spanish.
- Constitution when it refers to the Constitution of the P.E.O. Sisterhood is always capitalized.
    - Example:
        - Refer to the Constitution if you have questions about this policy.
- Formal name of a department, office, administrative body or organization is capitalized only when using the entire official name.
    - Examples:
        - This is the Board of Trustees of the P.E.O. Educational Loan Fund.
        - This is the board of trustees.
        - This is the board.
        - The Executive Board of International Chapter will meet in April.
        - The executive board will meet in April.
- Founders is capitalized when referring to the seven Founders of P.E.O.
    - Example:
        - The Founders are honored each year in January.
- Headlines: Capitalize all words in titles and headlines except articles (a, an, the) and prepositions (of, on, at, to, in).
    - Example:
        - P.E.O.s Participate in Annual Bake Sale at Local High School
- Capitalize names of official groups.
    - Examples:
        - The Washington University P.E.O. Group meets four times a year.

        - There is a P.E.O. Group in that area. Besides that Group, there is a group of P.E.O.s meeting socially.
        - The Greater Des Moines Area Reciprocity meets four times a year.
        - Local chapter presidents represent their chapters at area reciprocity meetings.
- International Chapter of the P.E.O. Sisterhood – official name of organization
    - International Chapter is always capitalized. International is always capitalized when referring to International Chapter.
- Sister is not capitalized.
    - Examples:
        - My P.E.O. sister, Jane Doe, lives in California.
        - I'd like to introduce you to my wonderful P.E.O. sisters.
- Sisterhood is capitalized when preceded by "the," "this," "our" or "P.E.O." with or without an adjective.
    - Examples:
        - The Sisterhood was established in 1869.
        - Our Sisterhood is growing.
        - I belong to a sisterhood called P.E.O. (or … to the P.E.O. Sisterhood.)
- Titles when official and used as part of and preceding a name. When following the name or standing alone, the title is lowercase.
    - Examples:
        - President of International Chapter Jane Doe
        - The president of International Chapter, Jane Doe
- Do not capitalize "state/provincial/district chapter" or "local chapter" unless it is the official name of a local or state/provincial/district chapter.
    - Examples:
        - She is a local chapter delegate. She is on a state chapter board.
        - She is president of Chapter AA, Mount Pleasant, Iowa.
        - She is the president of Wyoming State Chapter.
- Capitalize "Chapter" when referring to a specific chapter.
    - Example:
        - Jane Smith, a member of Chapter CC, Greene, Iowa, organized a bake sale.
- The word "chapter" does not need to be capitalized when not specific.
    - Examples:
        - Jane Smith was looking for a P.E.O. chapter to join. She was hoping to join her mother's chapter, C, Charlotte, North Carolina.
        - There are close to 5,600 chapters throughout the U.S. and Canada.

Dates

- Always spell out full names of months.
- Always use figures for the date. Do not use st, nd, rd or th.
- If a phrase only includes month and year, do not separate them with a comma.
    - Example:
        - It was bitterly cold in January 1972.
- When a phrase refers to a month, day and year, separate them with commas.
    - Example:
        - March 16, 2023, is the deadline for entries in the contest.

Numbers

- Spell out numbers one through nine. Use figures for 10 and above.
- Spell out numbers that start a sentence.
    - Example:
        - Thirty years ago**,** we had a fundraiser.
- Spell out first through ninth when it indicates a sequence in time or location.
    - Examples:
        - She ran to second base.
        - We changed the First Amendment.
- Use figures 1st, 2nd, 3rd, etc., when the sequence has been assigned in forming names.
    - Examples:
        - She lived in the 1st Ward.
        - She was a member of the 7th Fleet.
- Always use figures to indicate percentages (unless it's the beginning of a sentence). And always spell out "percent." DO NOT use "%."
    - Examples:
        - The survey revealed that 99 percent of us do not like winter.
        - Sixty percent of the office wanted pizza for lunch.
- Always use figures to indicate ages. Do not use hyphens with ages unless it modifies a noun.
    - Examples:
        - Martha was 87 years old when she went skydiving.
        - Martha, an 87-year-old lady, went skydiving.
- Use figures when writing about money. If there are no cents, do not include the .00.
    - Examples:
        - Our chapter earned $250.75 at the garage sale.
        - We donated $300 to the P.E.O. Sisterhood.

Printed Publications

- Books – double quotation marks
    - Example:
        - My chapter gives "We Who Are Sisters" to all initiates.
- Magazines and Newspapers – initial caps
    - Example:
        - At the newsstand, I bought copies of People, Sports Illustrated and The New York Times.
- Major Works (art, movies, plays, poetry) – double quotation marks
    - Example:
        - We were surprised to learn that Sally's favorite movie is "The Godfather."
- Manuals and Brochures – initial caps
    - Examples:
        - Important resources to use when writing for P.E.O. are the P.E.O. Style Guide and the P.E.O. Media Kit.
        - Please refer to the Constitution and IOLC for guidance on this issue.

Punctuation

Commas

- We DO NOT use commas before conjunctions (i.e., “and” or “or”) in a simple series.
    - Example:
        - On the farm there were horses, sheep, cows and pigs.

- Always use a comma after the name of a state.
    - Example:
        - Jane lived in Saint Paul, Minnesota, and worked as a nurse.

Dashes

- Use dashes to indicate an abrupt change of thought in a sentence or to denote an emphatic pause.
    - Example:
        - Molly has a passion for animals—especially wildlife.

Ellipsis

- Use ellipsis to indicate the deletion of one or more words to condense a quote. Be careful to avoid deletions that would distort the meaning of the quote.
    - Example:
        - Original sentence: “Four score and seven years ago our fathers brought forth, upon this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.”
        - Rewritten using ellipsis: “Four score and seven years ago our fathers brought forth...a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.”
- Ellipsis may also be used to indicate a thought that the speaker or writer doesn’t complete.
    - Example:
        - I was going to order a second scoop of ice cream but on second thought…

Hyphens

- Use hyphens in words when necessary to avoid ambiguity or confusion.
    - Example:
        - We were able to recover the couch from the fire. We wanted to re-cover the couch with new upholstery.
- Use hyphens with two or more words that modify and precede a noun.
    - Examples:
        - She has a part-time job.
        - She works part time.
        - I attended an in-person meeting.
        - I attended a meeting in person.

Periods, Question Marks, Exclamation Points

- Use only one space after periods, question marks and exclamation points.
- Avoid overuse of exclamation points.

Quotation Marks

- Use double quotation marks to surround the exact words of a speaker.
- If a full paragraph of quoted material is followed by another paragraph that continues that quote, do not put close-quote marks at the end of the first paragraph; use open-quote marks at the beginning of the second paragraph.

- Use single quotation marks to indicate a quote within a quote.
    - Example:
        - She said, “I’ve always agreed with my father, who said, ‘Time heals all wounds.’”
- Periods and commas always go inside quotation marks.
- The dash, semicolon, question mark and exclamation point go within quotation marks when they apply to the quoted material only. These go outside the quotation marks when they apply to the sentence as a whole.

Semicolons

- Use semicolons to indicate a separation of thought within a sentence. Semicolons indicate more of a separation than a comma, but less than a period. The clauses before and after a semicolon should each be able to stand alone as a full sentence.
    - Example:
        - We always have delicious cakes and cookies at our P.E.O. meetings; P.E.O.s love to bake.
- Semicolons may also be used for clarification within a series.
    - Example:
        - She has three grown children—Ellen, 20, is in college in Texas; Jacob, 25, lives in Minnesota; Beth, 30, lives in California.

Split Infinitives

- In general, avoid awkward constructions that split infinitive forms of a verb.
    - Awkward: She was ordered to immediately leave.
    - Preferred: She was ordered to leave immediately.

Time

- Use figures except for noon and midnight.
- Use a colon to separate hours from minutes.
- Use a.m. and p.m. (with a space).
    - Example:
        - We will meet at 5 a.m.
- Do not use 00s for the top of the hour.
- Avoid the redundant “10 a.m. in the morning.”
    - Example:
        - The meeting starts at 7 p.m.
- Avoid redundant a.m. or p.m.
    - Example:
        - The brunch is 10:30-11:30 a.m.

Spelling – Note: P.E.O. uses American English, rather than British English, in the spelling of words.

Adviser
Advisory
Alumna (female)
Alumnae (plural)
Alumnus (male)
Backward
Biennial
Bimonthly
Bylaws
Canceled
Child care
Email
Fundraising
Get-together
Health care
Nonmembers
Nonparticipating
Non-P.E.O.
Nonprofit
Nonvoting
Online
Postconvention
Postdoctoral
Postgraduate
Postinitiation
Post-master's
Postsecondary
Preacceptance
Preconvention
Theater
Toolbox
Toward
Traveled
Unaffiliate
Username
Website

Commonly Confused Words

Affect/Effect

- Affect is usually a verb. To affect something is to change or influence it.
- Effect is usually a noun. An effect is something that happens due to a cause.
- When you **affect** something, it produces an **effect**.

A lot

- A lot is always two words.

Allusion/Illusion

- Allusion means an indirect reference.
    - Example:
        - The allusion was to his opponent's war record.
- Illusion means an unreal or false impression.
    - Example:
        - The scenic director created the illusion of choppy seas.

Complement/Compliment

- Complement is a noun and a verb denoting completeness or the process of supplementing something.
    - Example:
        - The documents in this folder complement the information we learned at the seminar.
- Compliment is a noun and a verb denoting esteem, respect, affection or admiration.
    - Example:
        - I want to compliment you on the excellent job you've done on this report.

Emigrate/Immigrate

- Emigrate is a verb denoting to leave one's place of residence or country to live elsewhere.
    - Example: Ava emigrated from Iran.
- Immigrate is a verb denoting to enter and usually become established in a new place.
    - Example: Aiko immigrated to Des Moines, Iowa.

Ensure/Insure

- Ensure means to make sure, make certain, guarantee, etc.
- Insure refers to financial insurance policies.

Everyday/Every day

- Everyday is an adjective meaning ordinary, commonplace or normal.
- Every day means "each day."

Log in/Login

- Log in is a verb.
    - Example:
        - I need to log in to the website.
- Login is a noun or an adjective.
    - Examples:
        - The username and password you use to sign in to the P.E.O. website is your login information.
        - The page where you sign in is the login page.

Principal/Principle

- Principal is a noun or an adjective. As a noun it's one who holds a presiding position or rank or capital before interest. As an adjective, it means first or most important in rank.
- Principle is a noun meaning basic truth, law or rule.

Stationary/Stationery

- Stationary is an adjective meaning not moving.
- Stationery is a noun referring to writing paper.

Who vs. Whom

- Who is the pronoun used when referring to people. Who is a subject pronoun like he, she, they and we.
    - Examples:
        - Who made this quilt?
        - The woman who made this quilt is very talented.
- Whom is used when someone is the object of a verb or preposition. Whom is an object pronoun like him, her, them and us.
    - Examples:
        - From whom is this letter?
        - I don't know whom she invited to the party.