



TRAINING HANDOUTS

Member Relations Chairman



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Member Relations Chairman Handouts RAMP Training – 2017

Handout M 1

Learning Expectations

| Got It | General Session | Got It | Workshop Session |
|--------|--|--------|--|
| | Memorize the SIR Mission Statement | | Understand what your job is |
| | Set goals, monitor and report on results | | Establish a committee to help you |
| | Understand and demonstrate the SIR Leadership Expectations | | Report your goals and results to the BEC monthly |
| | Use the self-assessment to determine how you are demonstrating the SIR Leadership Expectations | | Coordinate closely with other branch RAMP Chairmen |
| | Use the Recruiting Leaders and Team Members process in your internal recruiting efforts | | Call on your AG/RD and the State Growth and Membership Committee for help |
| | | | Utilize the videos and the RAMP Toolkit to train your committee members |
| | | | Select ideas that will work from the responses of the workshop members |
| | | | Conduct a formal survey of members periodically to determine their satisfaction with the branch and areas of branch strength and improvement opportunities |
| | | | Establish a comment card program at monthly luncheons and report results |
| | | | Orient new members immediately after their acceptance into the branch and ease their way into joining activities |
| | | | Stress the SIR Member Expectations of friendliness, participation, volunteerism and bringing guests to luncheons and activities |
| | | | Ensure the luncheon venue is attractive to members and guests |
| | | | Ensure that the meal is appropriate for the price the members wish to spend |
| | | | Contact new members individually or as a small group four to six months |

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| | | | after joining to determine how they are doing |
| | | | Monitor member statistics and report findings |
| | | | Ensure the new member process is effective and efficient |
| | | | Remind sponsors of their role with the members they sponsor |

Handout M 2

Job Description: Chairman, Member Relations

Position Purpose:

To ensure the branch is maintaining appropriate growth and is meeting the needs of its members by recommending and implementing approved programs and processes to improve member integration, satisfaction, and retention

Principal Accountabilities:

Develop an annual plan for Member Relations, and upon Big Sir and BEC approval, ensure it is effectively implemented and that its results are reported to the Big Sir and the BEC.

Ensure the Branch is meeting member needs by periodically surveying and soliciting Branch member feedback to maintain and improve branch performance, contacting those who voluntarily leave the Branch to determine the reason(s) for their departure, observing the collegiality of members, food quality and location suitability at luncheons and reporting results and improvement recommendations to the Big Sir and the BEC.

Ensure new members are effectively integrated into the Branch by orienting new members, contacting newer members periodically (either individually or as a small group) to solicit program improvement suggestions and providing guidance in joining activities

Ensure sponsors have a major role in new member integration by establishing a formal sponsor role (with Big Sir and BEC approval), ensuring all new members have an interested sponsor, maintaining a list of members who will sponsor an unsponsored guest, obtaining feedback from sponsors and new members regarding how the process is working and making improvement recommendations to the Big Sir and the BEC.

Ensure the stability of Branch membership by closely monitoring membership statistics and recommending improvements to the Big Sir and the BEC.

Ensure the new member process is effective and efficient by leading a Member Relations Committee to strengthen the process and address issues, obtaining feedback from all involved parties, surveying other branches for new ideas and recommending improvements to the Big Sir and the BEC.

Improve the success of the recruitment process by working closely with the recruiting chairman

Work effectively with all involved parties to ensure the position purpose is met.

Communicate the goals, plans and improvement actions of Member Relations to members through personal contact and periodic newsletter articles.

SIR Leader Expectations, Skills and Knowledge Required:

- Understand the RAMP Tool Kit videos and video learning points sections applicable to member relations
- Understand the SIR Leader Expectations and work to display them at the “Outstanding” level.
- Understand and apply successful Sir member relations techniques, and train the Member Relations Committee members in them
- Utilize goal setting, action planning and follow-up principles effectively
- Utilize recognition frequently to enhance member relations efforts
- Ability to sense when guest and member dissatisfaction is present, and recommend appropriate correction
- Possess the ability to lead SIR member relations training at the branch
- Lead member relations meetings effectively
- Build close relationships with key branch leaders and volunteers to enhance the member relations effort
- Apply effective leader and volunteer recruiting principles
- Understand branch reports to assess how branch member relations performing
- Use common word processing, spreadsheet, presentation and email software
- Understand the SIR organization and whom to contact for specific information and advice
- Possess knowledge of the contents of the SIRINC.ORG website with particular emphasis on member relations best practices found in the Branch Information Section.

Estimated additional time needed for this position beyond Sir membership:

About six to eight hours a month for Email correspondence, phone calls, member relations program development, occasional meetings and record keeping

Handout M3

Member Relations Video Learning Points

1. Make sure you have a new member orientation on the day he is accepted for membership.
2. Include the new members' sponsors, the Member Relations Chairman, the Membership Chairman, the Activities Coordinator, and the Big and Little Sirs.
3. In orientation stress the importance of joining activities, bringing guests and serving as well as being served. When asked to be a volunteer, the expected answer is, "I'll give it a shot."
4. Call the member back after five or six months, and check to see how he is doing, if he's joined activities and what we can do to provide him a better SIR experience.
5. Your member relations committee is responsible for assessment of the entire member experience, from the attractiveness of the facility to the effectiveness of the program and the value of the food.
6. A periodic survey of members is important, and suggestions for such a survey can be found on the State website as well as contacting the Growth and Membership Committee.
7. Effective member relations can reduce turnover five percent a year, because it helps the branch provide value to its members.


Member Relations Goal Worksheet

Goal 1. *Build an effective Member Relations Committee.*

| Could Work in My Branch  | Best Practice |
|---|---|
| | Appoint a Member Relations Chairman for the branch |
| | Initiate a Member Relations Committee |
| | Study how other branches do it |
| | Build a description of the team member's job |
| | Survey members for their satisfaction with the branch meeting their needs |
| | Develop a list of branch strengths determine ways they can be built upon |
| | Develop a list of branch improvement opportunities and how they can be remedied |
| | Develop sponsor guidelines for dealing with guests and new members |
| These rows for write-ins | |
| | |


Additional Notes

Goal 2. *Reduce turnover due to preventable causes by 75 percent*

| Could Work in My Branch  | Best Practice |
|--|--|
| | Develop a comprehensive New Member Orientation Meeting Plan. |
| | Develop a packet of materials for distribution at New Member Orientations- to include the rooster pin, activities list, SIR and Branch History, brochure(s) and flyer(s) about SIR, etc. |
| | Develop a workshop for members with four to six months time in the branch to determine how their membership is going |
| | Involve new members early in an activity(ies), committee/team/project(s). Encourage volunteering for and/or accepting leadership roles when offered |
| | Interview all members who leave to determine the “real” reason, and recommend actions for identified problem areas. |
| | Develop a list of sponsor responsibilities, communicate the responsibilities to sponsors |
| These rows for write-ins | |
| | |

Additional Notes

Goal 3. *implement a plan to continually improve the value of the branch for members and guests.*

| Could Work in My Branch  | Best Practice |
|--|--|
| | Develop an effective process/plan designed to continually review and revise the value of the luncheon meeting experience for the members and guests |
| | Conduct an annual survey of members for feedback and action on how members rate the branch in various areas and on items needing addition, improvement, and/or elimination. (depending on branch size, all members or part of the branch annually) |
| | Obtain monthly feedback from members by implementing a comment card program at lunches, and provide feedback in the monthly bulletin. |
| | Visit other high performing branches to see how they do it, and import useful ideas. |
| | Continuously monitor collegiality, food and beverages, luncheon speakers and venue suitability |
| | Recognize members for their years of belonging to the branch |
| | Recognize members for meritorious service to the branch in addition to the HLM program |
| | Ensure all HLM slots are filled, and that Senior HLM's are processed in a timely manner |
| | Focus on the Sir Member Expectations of friendliness, participating in activities, volunteering when asked and bringing guests to perpetuate the branch |
| | Periodically discuss the Sir Member Expectations in the branch newsletter |
| These rows for write-ins | |
| | |

Additional Notes

