



TRAINING HANDOUTS

Publicity & Image Chairman



Prepared by: Ed Benson

**Publicity and Image Chairman Handouts
RAMP Training – 2017**

Handout P 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
			Develop a list of influential members of local media outlets
			Build relationships with local media outlets to ensure branch publicity is published
			Regularly inform media outlets of branch luncheons, activities, events and achievements
			Publicize the branch through posters, brochures at places where membership candidates may visit
			Participate in local festivals, farmers' markets, health awareness days, and other similar events to create awareness of the branch among the general public
			Maintain a supply of SIR and branch-specific publicity materials for members' use in recruiting

		Establish and man a publicity table at the monthly luncheon where members can pick up recruiting materials and receive publicity advice
		Ensure the meeting venue and program meets the image the branch wishes to create among members and guests

Handout P2

Role Description Branch Publicity and Image Leader

Purpose

The objective of this role is to make membership candidates (and, to a lesser extent, the general public) aware of the Branch within its membership area,.

Major Areas of Responsibility:

- Read, understand and applies all State SIR Guidelines relating to the Publicity and Image Committee as outlined on the State SIR website.
- Build a relationship with local media outlets and regularly inform them of Branch meeting place, time, dates, achievements, activities and events.
- Utilize all available means of communication to publicize the Branch and inform membership candidates (and to a lesser extent, the general public) of SIR activities.
- Maintain a supply of SIR publicity and recruiting tools (SIR cards, brochures, bumper stickers, etc.) for individual members to use in person-to-person recruitment and general publicity efforts (such as farmer's markets, health awareness days, holiday celebrations, etc.).
- Establish and man a publicity and image area or table near entrance of the meeting room with SIR posters, recruiting materials and activity information.
- Ensure the meeting venue and program meets the image that the branch wishes to promote to maintain member satisfaction and guest impressions.
- Maintain a record of publicity contacts and outlets, programs and plans for continuity of publicity committee activity from year to year.

Skills and Abilities Needed:

- Understand and apply successful relationship building techniques with members and sources of external publicity, and train committee members in them
- Ability to write press releases clearly with the intended audience in mind
- Understand the RAMP Tool Kit videos and video learning points sections applicable to to branch publicity and image
- Understand the SIR Leader Expectations and work to display them at the "Outstanding" level.
- Understand and apply successful Sir recruiting techniques, and train Publicity and Image Committee members in them
- Utilize goal setting, action planning and follow-up principles effectively
- Utilize recognition frequently to enhance Publicity and Image efforts
- Possess the ability to lead SIR publicity and image training at the branch
- Lead internal and external meetings effectively
- Understand branch reports to assess how branch publicity and image efforts are

- 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 publicity and image 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, active publicity program development and implementation, occasional meetings and record keeping

Revised: Growth and Membership Committee, September 8, 2017


Handout P3

Publicity and Image Video Learning Points

1. Establish a Publicity Chairman and a Committee - it can be free standing and report to an officer or director or it can be part of another branch standing committee. Whatever makes sense in your branch's situation.
2. If you need publicity and image ideas, ask your Area Governor to have an an area roundtable meeting to discuss ideas from all the branches.
3. Consider setting a publicity and image goal and its associated action plans.
4. Obtain a full stock of Sir publicity brochures, cards and holders, and put them in places where our membership candidates tend to visit.
5. Work to get your meeting notices published in daily and weekly newspapers in you area. If it doesn't get published, work to find out why.
6. Establish alliances with other organizations that serve our membership candidates in your area.
7. Publicity works hand in hand with Recruitment, but direct, hands on recruiting is best done by your trained recruiters.
8. Consider new members to fill openings on your Publicity Committee.


Publicity and Image Goal Worksheet

Goal 1. *Build an effective Publicity and Image Committee.*

Could Work in My Branch 	Best Practice
	Appoint a P&I Leader for the branch
	Initiate a P&I Committee
	Study how other branches do it
	Build a description of the team member's job
	Survey members for P&I ideas
	Survey members for contacts they might have in organizations that could publicize the branch and reach potential members (Rotary, Elks, Senior Centers, etc.)
	Develop a list of branch strengths that can be publicized in the membership area
	Photograph all events as pictures speak louder than words
	Embed the SIR video (preferably with an introduction and conclusion tailored to the branch) in the branch website
	Keep full inventory of SIR and branch publicity and recruiting materials
	Have a P&I table or area at all luncheons and ladies' days stocked with materials members can use in recruiting and publicizing the branch.
	Ensure the branch website is up to date and attractive to potential members and the public
	Develop a plan to sell SIR apparel to the membership
	Tailor SIR general materials to the branch
These rows for write-ins	


Additional Notes

Goal 2. *Improve the branch's recognition and image with membership candidates and the general public within the branch membership area.*

Could Work in My Branch 	Best Practice
	Visit local newspapers make a personal contact and work to build a relationship with the person who writes the "This Week in the City" column
	Consider taking out inexpensive advertisements to show media outlets working with the branch is a two way street.
	Study what works in other branches
	Write monthly announcement informing the public of the branch meeting, time location, speaker and how to contact the branch
	Write press releases highlighting significant branch accomplishments, activities and events that would be of interest to the public
	Maintain a stock of Sir brochures, cards and other publicity items
	Develop and implement a plan to sell Sir apparel to members
	Write content to develop or update the branch website
	Review the branch website to insure it is user-friendly to potential guests and members
	Support the Recruitment and Member Relations Chairman's efforts
	Place brochures, posters, banners, etc. in places visited by candidates
	Identify all the groups serving seniors in the area, and contact them to see if an alliance makes sense
	Improve the Sir image at luncheons though effective use of the Sir Banner, signs, activity posters and activity information
	Develop and/or modify SIR brochures to make them more branch-specific.
These rows for write-ins	

Additional Notes

Goal 3. ***Represent and improve branch recognition and image by attending community events.***

Could Work in My Branch 	Best Practice
	Identify public events where the branch can attend and inform others about Sir
	Approach organizers of community events to obtain space to publicize the branch
	Build a group of volunteers to man tables and tell the branch story
	Develop branch-specific materials to influence potential members
	Purchase the “Friends for Life” banner off the State website for use at your event table/booth
	Make the SIR video more branch-specific by adding an introduction and conclusion, replicate it and hand it out to prospective members in lieu of written materials
These rows for write-ins	

Additional Notes