



TRAINING HANDOUTS

Recruiting Chairman



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Recruiting Leader Handouts

RAMP Training – 2017

Handout R 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
			Ensure your members know the importance of recruiting guests to join the branch
			Make every member a recruiter
			Adopt incentive programs to stimulate members' bringing guests
			Understand why guests do not become members, and recommend necessary changes
			Recognize YOU and your committee are responsible for the total guest experience, up until the time he becomes a member
			If in a small branch, recruiting and publicity and image may be combined so you need to understand that job too

Handout R 2

Role Description: Recruiting Team Leader

The Mission of Sons in Retirement is to improve the lives of our members through fun activities and events while creating friends for life.

Position Purpose:

To ensure Branch XX continues to grow and thrive by recommending and monitoring programs and processes to recruit first time guests and turn guests into applicants and eventually, members.

Reports to: Big Sir

Principal Accountabilities:

- *Develop an annual plan for Branch XX recruiting in coordination with the Member Relations Committee (MRC) and the Publicity and Image Committee(P&I), and upon BEC approval, ensure it is effectively implemented and that its results are periodically reported to the Chairmen, MRC and P&I, the BEC and the members.*
- *Work to create a branch culture where members recognize their responsibility to recruit guests who will become members.*
- *Ensure Branch members are recognized by their peers for their efforts and success in recruiting new members to the branch*
- *Ensure a steady and appropriate flow of applicants for Branch membership by leading the implementation of the Branch recruiting plan, determining ways to stimulate members to bring guests, working with other RAMP and major activity chairmen in a collective effort to recruit new members, monitoring plan results and recommending improvements to the Chairman, MRC and the BEC.*
- *Improve the success of Branch recruitment efforts by developing an understanding of reasons why guests and applicants elect not to join by obtaining feedback regarding their impressions and reasons and reporting results and recommended actions to the Chairman, MRC and the BEC*
- *Ensure the stability of Branch membership by closely monitoring guest, applicant and membership statistics and recommending improvements to the Big Sir and the BEC.*
- *Build a team of branch recruiters by attracting volunteers with appropriate valued behaviors and train them in effective recruiting techniques*
- *Improve the recruitment process to ensure the Branch has a seamless, end-to-end methodology for dealing with prospects from their first attendance as a guest to the point they become a member.*

- *Work effectively with all involved parties* to ensure the position purpose is met.
- *Communicate the goals, plans and improvement actions of recruitment* to Branch XX members through personal contact and periodic branch bulletin articles.
- *Communicate the Branch progress towards meeting branch member and applicant goals* by ensuring the slide show or banner is projected at each luncheon meeting.
- In branches with no publicity chairman, build a relationship with local newspapers to publicize speakers, other SIR events and create community awareness of SIR, and ensure recruiting tools like tri-folds, etc. are placed on community bulletin boards, at local golf courses and bowling alleys, at fishing locations, etc.

SIR Leader Expectations, Skills and Knowledge Required:

- Understand the RAMP Tool Kit videos and video learning points sections applicable to to branch recruiting
- Understand the SIR Leader Expectations and work to display them at the “Outstanding” level.
- Understand and apply successful Sir recruiting techniques, and train Recruiting Committee members in them
- Utilize goal setting, action planning and follow-up principles effectively
- Utilize recognition frequently to enhance recruiting efforts
- Possess the ability to lead SIR recruiting training at the branch
- Lead recruiting meetings effectively
- Build close relationships with key branch leaders and volunteers to enhance the recruiting effort
- Apply effective leader and volunteer recruiting principles
- Understand branch reports to assess how branch recruiting is 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 recruiting best practices found in the Branch Information Section.

Estimated additional time needed for this position beyond Sir membership:

About four to six hours a month for Email correspondence, phone calls, active recruiting, occasional meetings and record keeping

Revised: Growth and Membership Committee, September 7, 2017

Handout R 3


Recruitment Video Learning Points

1. Make sure your members fully understand that the Branch has a membership problem.
2. Appoint a Recruiting Chairman with enthusiasm, drive and perseverance AND hopefully some experience in recruiting. Make sure you consider newer members for this role.
3. Form a Recruiting Committee. Use BEC members that do not have specific job responsibilities. It's also a great job for newer members.
4. Study what works. Ask other branches, review the State website, order brochures.
5. Engage the members with Sir Cards, incentives, recognition AND include their spouses and partners.
6. Place brochures where candidates gather – golf courses, bowling alleys, fishing retailers, senior centers, barber shops, etc.
7. You only have one shot at a first time guest, make it your best one!
8. First impressions are lasting impressions. Make sure the guest has a printed name tag, knows where to sit (consider a special table for guests and sponsors, provide a printed name card at the table, offer him a drink and if the branch has activity booths/tables set up, walk him through them – especially those he is interested in.
9. Introduce the guest and his sponsor at the luncheon, and have them stand.
10. Provide a guest package with a welcome letter, information about the branch and an application.
11. At the completion of the luncheon, ask him what he thought of the experience, and assess his degree of interest.
12. Contribute to a great website and keep it updated with lots of pictures of members and spouse/partners having fun.
13. Challenge new members to bring guests
14. Communicate the message at every BEC meeting and luncheon.

Recruiting Goal Worksheet


Check those best practices that could work in your branch.

Goal 1. *Grow active membership by at least one member more than last year's December count*

Could work in my Branch 	Could Work in My Branch Best Practice
	Appoint a Recruiting Chairman
	Initiate a Recruiting Committee
	Study what works in other branches
	Recognize those members who bring guests as well as new sponsors once the applicant is initiated
	Introduce the guest at the luncheon; have the guest stand to be recognized
	Ensure guests are made to feel welcome and appreciated
	Continuously communicate recruiting and guest needs at the BEC, luncheons, monthly bulletins, ladies' days, etc.
	Develop a guest package with a welcome letter, a guest name tag, the latest bulletin a SIR recruiting brochure and an application to give to the first time guest.
	Develop creative ideas for inspiring members to bring guests, e.g. run contests between teams, reward the top recruiter for the month, give away prizes, etc.
	Review historic branch statistics to find the guest to applicant conversion rate and the applicant to new member conversion rate and develop improvement programs
These rows for write-ins	


Additional Notes

Goal 2. *Develop and implement at least three additional methods to obtain guests than the usual asking members to bring guests*

Could work in my Branch 	Could Work in My Branch Best Practice
	Place brochures where candidates gather, i.e. golf courses, bowling alleys, pool halls, barber shops, etc.
	Tell the SIR story to groups of retirees and pre-retirees
	Get the SIR name and motto into other organizations' newsletters, e.g. churches, senior clubs, etc.
	Represent Sir at local health fairs, golf exhibitions, home shows, etc.
	Man a booth at local "festivals"
	Make presentations to community groups
	Set up an informational table at area health clubs during hours where our target guests would choose to exercise
	Encourage member spouses/partners to promote Sir to their friends
	Enter into alliances with local senior centers
	Make public service announcements on local radio and CATV channels
	Make sure your website is attractive and compelling to potential prospects
These rows for write-ins	

Additional Notes:

Goal 3. *Turn all branch members into recruiters*

Could work in my Branch 	Could Work in My Branch Best Practice
	Communicate the seriousness of the recruiting problem to the members
	Focus on the need to recruit at every luncheon
	Set up a recruiting table in the hallway before the luncheon – man it with the Recruiting Chairman and/or his team members and supply a full complement of recruiting materials
	Order and distribute SIR Cards
	Incentivize members to bring guests
	Introduce the “I’ve Done My Part” program, where each member who brings in a guest who joins the branch receives recognition from the platform, gets his picture published in the branch bulletin, receives a bottle of wine and gets a distinctive name badge.
	Introduce the “Shake It Up” program, where each member who brings in a first time guest gets to shake two dice and receive a cash award equal to the sum on the dice he has just shaken.
	Encourage new members to bring guests at their new member orientation
	Implement the "Legacy of One" program
	Conduct a new member "contest"
	Ensure members have a ready supply of branch promotional materials
	Encourage members to bring guests to branch activities to introduce them to the branch
These rows for write-ins	

Additional Notes