

SIR LEADERS GUIDE



www.sirinc.org

December 4, 2023 JC

Preface

Since the founding of the first SIR branch in Burlingame, CA in 1958, SIR has grown tremendously to serve men in communities all over Central and Northern California. We have 90 branches that serve a wide range of men and communities from large cities to small towns, from branches with over 300 members to branches with 50 members. Our branches offer a wide array of different activities, many of them co-ed, and interests.

All through our growth and development, the SIR organization has kept careful watch over what leadership practices our various branches have been successfully using in establishing, sustaining and building great branches.

The SIR Leaders Guide is a well-organized synopsis of how SIR is organized, functions and offers the best leadership ideas that SIR has learned over decades. The inclusion of these ideas, or what might be called best practices, presents the tools needed to achieve successful branches.

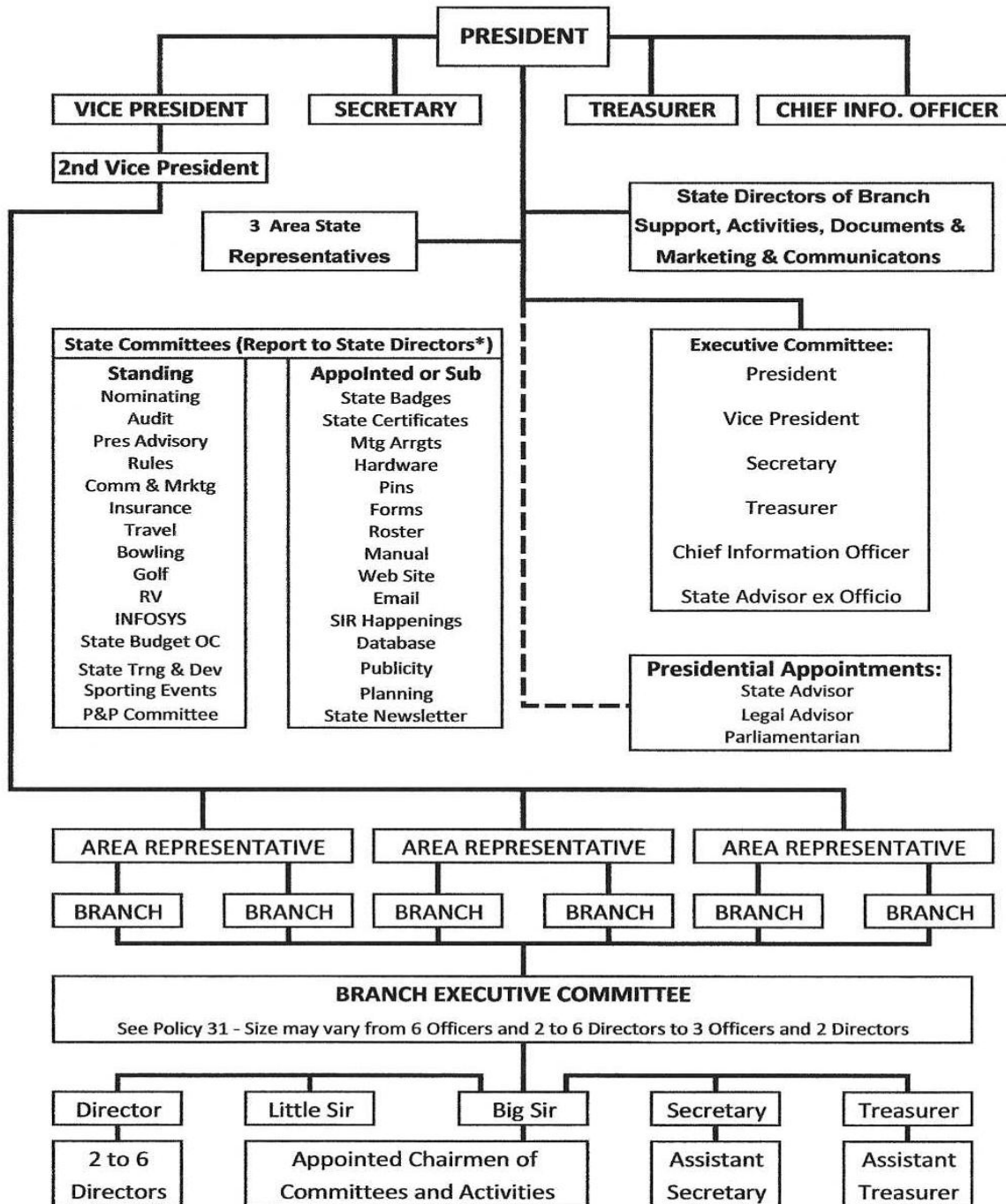
I know that no guide can cover every branch need or question. Every branch is its own independent corporation under SIR, Inc. and operates with its own Branch Executive Committee. Thus this guide is offered with what has been proven to bring success in most branches and I encourage all members of the BEC to become familiar with its contents.

Thank you for your continuing contributions to SIR,

Dave Gonzales

2023 State President

SIRINC --- Organization Chart



Information About SIR

The Mission of SIR is to enhance the lives of our members through fun activities and events – while making friends for life

The Vision of SIR is to become the best active men's organization in Northern and Central California by improving longevity through providing opportunities for physical, mental and social engagement

SIR IS POPULAR BECAUSE IT IS SUCCESSFUL IN PROVIDING PHYSICAL, MENTAL AND SOCIAL OPPORTUNITIES FOR ACTIVE MEN. OUR SURVIVABILITY CHALLENGE IS TO REMAIN A HEALTHY AND VITAL ORGANIZATION AS OUR MEMBERS AGE.

New members are important to any organization, but they are especially important for SIR because a continuous supply of new members is needed to replace outgoing members and maintain a healthy balance of newer and older members.

SIR has four expectations of its members:

- Be a friendly, sociable guy
- Participate in our activities, luncheons and events
- Volunteer when asked – give it a shot
- Bring guests and introduce them to SIR so we can perpetuate the organization.

Each member should work to bring in at least two new members to continue the legacy of SIR.

This guide will assist leaders at all SIR levels to plan for and to implement policies and programs that will attract new members, retain members, strengthen branches and continue the success of SIR for the long term.

SIR LEADERS GUIDE

Table of Contents

	Subject	Page
Booklet		
	Cover	1
	Preface	2
	SIR Organization Chart	3
	Information About SIR	4
	Table of Contents	5
Part One – SIR (Sons in Retirement)		
	Brief History	8
	Organizational Structure	8
Part Two – SIR the “State”		
	Leadership	
	Leadership Development	9
	Key Leaders	
	• President	9
	• Area Representative	10
	SIR Training	11
Part Three – Branch Corporations		
	Leadership	13
	A Healthy Branch Defined	13
	Leadership Development	13
	Leadership Expectations	14
	Common Branch Leadership Positions	14
	• Big Sir	14
	• Little Sir	14
	• Branch Secretary	14
	• Branch Treasurer	15
	• Branch Membership Chairman	15
	• Branch Director	15
	• Nominating Committee Chairman	15
	• Chairman (Coordinator or Leader) Recruiting Team	15

	Subject	Page
	<ul style="list-style-type: none"> Chairman (Coordinator of Leader) Activities 	16
	<ul style="list-style-type: none"> Chairman (Coordinator or Leader) Member Relations 	16
	<ul style="list-style-type: none"> Chairman (Coordinator or Leader) Publicity and Image 	16
	BEC Meetings	16
	Sample Agenda	16
	Luncheon Meetings	18
	Sample Agenda	19
	Branch Assessment Goals and Action Plans	20
	The RAMP Toolkit	20
	<ul style="list-style-type: none"> Section 1. Growing our Branches 	20
	<ul style="list-style-type: none"> Section 2. Self-Assessing our Branches 	21
	<ul style="list-style-type: none"> Section 3. Recruiting and Publicity 	21
	<ul style="list-style-type: none"> Section 4. Activities 	21
	<ul style="list-style-type: none"> Section 5. Member Relations 	21
	<ul style="list-style-type: none"> Section 6. Selecting our Leaders 	21
	<ul style="list-style-type: none"> Section 7. Setting our Goals 	22
	Activities and Events	22
Part 4. Administrative Information		
	SIRINC.ORG Website	23
	Email	24
	Schedules of Operations	24
	SIR Manual (Policies and Procedures)	24
	<ul style="list-style-type: none"> How to use the Manual 	24
	<ul style="list-style-type: none"> Policies, Procedures and Bylaws 	25
	<ul style="list-style-type: none"> Updating the Manual 	25
	Financial, SIR, Inc.	25
	Financial, Branches	26
	Membership Statistics	26
	Rosters	27
	<ul style="list-style-type: none"> SIRinc 	27

	Subject	Page
	• Branches	27
	Branch Membership Lists	27
	Travel	28
	Recognition and Awards	28
	Worthy Causes	29
	Insurance	30
	• Liquor Liability and Serving Alcoholic Beverages	30
	• Hiring Caterer Policy	30
	• Business Package Policy	30
	• Excess Liability	31
	• Directors and Officers Liability Coverage	31
	• Certificates of Insurance	32
	What the State does for Branches	33
	State obligations of SIR Branches	34
	SIR Branch Assessment Worksheet	35
	Notes on Branch Self-Assessment Categories	36
	SIR Luncheon Guide to Creating a Welcoming and Fun Atmosphere	37
	Revision History	40

ART ONE – SIR (Sons in Retirement)

BRIEF HISTORY

In early April 1958 Damian Reynolds and three friends, Claus J. Hink, Lorenz Hansen and later Wallace Plummer, all members of The Shriners' Royal Order of Jesters, conceived the idea of a retired men's organization. It would have a program of regularly scheduled meetings for the purpose of "maintaining old friendships, making new acquaintances, and promoting the general well being and dignity of the members of the organization." They established basic principles that remain today as the backbone of the organization.

A luncheon meeting at a specific time and place. Cost of lunch to be paid by the member. No initiation ritual or fees

Membership open to men retired from full or part time gainful occupation, regardless of age, race, color or religion *(Note: This has been changed in keeping with the times to allow all men that have the discretionary free time to participate in activities and a monthly luncheon.)*

No espousal of any political, religious, sectarian or fraternal philosophy or organization.

On July 23, 1958 in San Mateo, Sons In Retirement was born with nine men as the founding members. Subsequently, more branches were formed until there were 179 branches at its peak. Branches added more activities for men and couples to increase the appeal for retired men and partners who could meet and become new friends for life.

ORGANIZATIONAL STRUCTURE

The basic structure consists of a parent corporation governed by a board of directors and separate subsidiary branch corporations governed by branch executive committees. Branches are authorized to exist and are regulated by the host corporation. The entire organization is commonly referred to as SIR. The geographic boundaries of the SIR organization are all of Northern California extending from the California/ Oregon Border to the Bakersfield environs.

In 2019 'Sons in Retirement' was changed to 'SIR' to reflect that all men, retired or not, were eligible for membership and it's Logo and banner was changed from 'Sons in Retirement' to 'SIR- Social Activities For Men'. This was done to emphasize that the organization focuses on activities for men in all areas with many being coed so member's spouse/partner can be involved in SIR also.

PART TWO

SIR the “State”)

LEADERSHIP

The State Board of Directors is the governing body. The members of the Board are the President, Vice President, Secretary, Treasurer, Treasurer, three Area Representatives (nominated by all the Area Representatives) and Chief Administrative Officer who are elected by the members of the Corporation at the annual meeting in August. The organization chart on page 2 illustrates this leadership structure. There is no paid staff.

SIRinc has Standing Committees charged with administering, advising and making recommendations. Some examples are the Policies & Procedures, Information Systems, Insurance, Budget Oversight and Growth & Membership Committees.

SIRinc also has Standing Activities Committees charged with administering major SIR activities including Bowling, B o c c e , Golf, Recreational Vehicles and Travel. Many members enjoy making new friends by participating in SIRinc sponsored activities locally, statewide and with Travel, internationally.

LEADERSHIP DEVELOPMENT

Leadership is a process of engagement which maximizes the achievement of a goal. Look through this guide for opportunities for your branch. Qualified State Officers are essential for attaining success of the SIR mission. It is important for current SIRinc leaders to identify members who embrace the SIRinc mission and vision and provide them opportunities to develop leadership skills in preparation for serving in SIRinc leadership positions.

KEY LEADERS

The position descriptions for the following leaders are all found on the SIR website <https://sirinc.org/state-position-descriptions/>.

PRESIDENT

The President is the Chief Executive Officer of SIR. He presides over all State Board Meetings and the Annual Meeting. Although he can delegate to others, he is ultimately responsible for the operations of SIR.

The President appoints all Standing Committee Chairmen with guidance provided to them by several elected State Directors . However, the President is responsible for all State Expenses and works with the State Treasurer to monitor the State Budget.

The President works through the Vice President who works with the Area Representative to promote the SIR Mission and Vision and monitor progress towards meeting SIR membership, attendance and other goals.

AREA REPRESENTATIVE

The Area Representative (AR) is the principal State Officer assisting branches in his Area to attain membership, member satisfaction, luncheon attendance and activities participation goals. He does this through observing, coaching and mentoring Branch Officers. He works closely with his branches to build working relationships and provide them assistance to meet Branch Goals using SIR Leader and RAMP training and other available tools. ARs are expected to visit each Branch at least once a year, with twice being preferred, to observe the BEC and luncheon and to offer constructive advice. They are also encouraged to use Zoom on a regular basis in order to stay in contact with their area's Big Sirs and others.

In August of 2022 Policy 10 - SIR Awards/Certificates was completely revised as a new Distinguished Service Award (DSA) was created as the second highest award in SIR second only to the Honorary Life Member award. And, in a revolutionary move the State Board granted the then Area Governors (now Area Representatives) the sole right to approve Branch member nominations and present the award when available. For areas without an AR Branch member nominations are submitted to the Vice President for processing. Further, this award was made available to all State members replacing annual Certificates of Appreciation. The result of this is an award that recognizes the continuing contributions of those that receive it.

In late 2022 the SIR State Board was reorganized to be more efficient; Regional Directors (5), the Assistant Secretary and the Assistant Treasurer positions were eliminated. In order to better address key areas of the organization four Director positions were created to take responsibility for management of specific committees and functions of the State organization, especially integration and coordination of effort between the committees and functions and Branch non compliance issues.

Additionally, it was decided that three Area Representatives with voting privileges should be added to the State Board to better represent the branches. These Area **State** Representatives (ASRs) were nominated by their peer group initially and elected to serve a term of one year: Jan 1st to Dec 31st. This practice will continue in future years but the process requires that new ASRs receive a nomination from one of the current Area Representative (i.e., 'sponsor) and current ASRs seeking re-election need only submit Form 43 and indicating that they are an incumbent. All members nominated will be elected at the Annual Meeting in August with the three (3) receiving the most votes being elected to the position.

SIR TRAINING

SIR Training is an integral part of the future success of SIR and is something that all of us as leaders need to support, contribute to and participate in.

When the world changed, the 2020 Covid-19 pandemic, SIR face to face training needed to adapt. In light of this the SIR State Training Chairman implemented a new training format named appropriately the State SIR Leadership Summit.

This 'summit' used a new communications medium called Zoom; an electronic teleconferencing software as the medium that allowed both video and voice participation remotely. Participants were able to ask, to listen and to resolve any concerns. Communications were direct and the interaction increased the bonding of the presenters and the members participating. Through a grant from the Sons in Retirement Foundation ten free use licenses were made available to Branches and State.

The ability to have remote virtual meetings has proven to be an unexpected bonus. The process has saved many members difficult and long travel times, overnight hotel stays, and absence from their families. The result being a tremendous savings in time and expenses with a side benefit of increasing participation.

The initial Leadership Summit provided presenters with expertise in specific disciplines such a treasurer, secretary, and others, in one hour sessions. The first half covering advertised subjects and the second half holding in depth Q/A discussions. The initial Summit duration was five days with two presenters each day.

Future "Summit Type" training may be implemented in part but the current focus by our SIR State Training Chairman is to hold face-to-face interactive workshops starting with our new Area Representatives.

Future workshops for Big and Little SIRs, secretaries and treasurers and others are under consideration. This training will be announced to the branches when the final plans are solidified.

RAMP, diversity recruiting, establishing new activities, membership management, BEC and Luncheon format, Publicity, SIR Website overview and Nomination Committee workings are other areas are also under consideration.

A spin-off of the summit type of training was called Activities Week. This type of training focuses on presenting the details of establishing new branch activities such a Fun Exercises, Book Groups, Cribbage, Podcasts and Mahjong. We may continue with this focused approach as we finalize future offerings.

In conclusion, State SIR Training has adapted to unexpected challenges by using electronic teleconferencing software as the medium and its use will continue to evolve as future situations arise.

However, we should not rule out face to face training meetings when appropriate as personal interfacing with others is one of the backbones of our SIR organization.

Please be aware that State SIR is providing the personnel and the tools to continue SIR's training and the future success and your participation is critical to achieve this.

PART THREE

BRANCH CORPORATIONS

LEADERSHIP

The Branch Executive Committees (BECs) are the governing bodies. The officers that serve on the BECs are the Big Sir, Little Sir, Secretary, Assistant Secretary, Treasurer, Assistant Treasurer and from 2 to 6 Directors, all of whom are elected by the branch members in attendance at the August luncheon meeting. Note that Policy 31 allows a smaller BEC for those Branches with limited membership or those having difficulty in filling all their positions and that activity chairmen can also be directors.. There is no paid staff.

The BECs delegate some branch administrative and activity functions to branch committees. For example Member Recruitment and Member Relations committees are administrative committees and Branch Golf and Bowling Committees are activity committees.

A major responsibility of the Branch Executive Committees is to establish goals and objectives that are consistent with the SIRinc Mission and Vision and Branch improvement.

A HEALTHY BRANCH DEFINED

A healthy branch is a growing one in which new members are recruited at a rate to offset attrition and achieve a net gain. There should be at least ten Activities for members (some shared with spouses/partners). Branches should be aware of opportunities to begin new activities; this can be facilitated by interviewing new members and determining their interests as well as surveying current members. A typical goal for most Branches could be a net gain of 1 activity each year. 70% or more of members should attend regular luncheon meetings where fellowship and camaraderie is fostered.

LEADERSHIP DEVELOPMENT

Qualified Branch Officers are essential for maintaining branch health and vitality. It is important for current branch leaders to identify members who embrace the SIR Mission and Vision as well as embody the SIR Leader attributes and provide them opportunities to develop leadership skills in preparation for serving in Branch and

potentially State leadership positions. These members should be placed on the Branch “Future Leaders List” which should be reviewed and updated periodically.

LEADERSHIP EXPECTATIONS

SIR Leaders are expected to exhibit Enthusiasm, Open Mindedness and Knowledge of SIR. They should recognize the contributions of others, be skilled in Consensus Problem Solving and Decision Making and have the ability to Influence others. See the SIR Leaders Self Assessment Worksheet found later in this guide.

COMMON BRANCH LEADERSHIP POSITIONS

Each Branch leadership role has a position description which is found on the SIRINC.ORG website (<https://sirinc.org/branch-job-descriptions/>). Also, see the Branch Officer Training Information Section (<https://sirinc.org/MemInfo/BOTraining/>)

A synopsis of each position is included below:

BIG SIR

The Big Sir is the chief executive officer of the branch, a corporation under the laws of the State of California. He leads all of the affairs of the Branch, subject to SIR bylaws Policies and Procedures, Branch regulations and the control of the Branch Executive Committee.

LITTLE SIR

The primary responsibility of the Little Sir position is to prepare to become an effective Big Sir and be prepared to take over for the Big SIR if needed. A primary responsibility is to also review the Branch Schedule of Operations monthly and ensure compliance and report non compliance to the BEC for action.

BRANCH SECRETARY

The Branch Secretary is responsible for recording and publishing the Minutes of BEC meetings and producing Official Branch correspondence. He is responsible for seeing that a branch roster is produced and distributed. He is the official record keeper of Branch records (except Financial records). He is also responsible to review the State Roster on the SIR Website to ensure it is correct for his Branch and to ensure Form 20, the BEC roster for the new year is submitted in September for the new year and as a follow up check reviewed in December to ensure this was done.

BRANCH TREASURER

The Treasurer is the Financial Officer of the branch, a corporation under the laws of the State of California. He produces the monthly Cash Report (Form 28) and manages the Branch finances.

BRANCH MEMBERSHIP CHAIRMAN

The Branch Membership Chairman is responsible for the record keeping related to the Branch Roster, new member applications & inductions, and membership reporting. He is responsible for seeing that the online Branch membership status form is completed and submitted monthly. There is a Form 27 that is available for Branch use that can be reviewed as a roadmap to success by monitoring the membership level, the number of guests, the number of activities and the median age of members that can help predict the Branches future. It is imperative that the entire BEC review and discuss the specifics trends in the monthly Branch membership status form and take appropriate and early action to address problem areas. The use of the Form 27 is optional.

BRANCH DIRECTOR

A Branch Director serves on the branch BEC and actively shares in the direction and well being of the Branch. He should be appointed to at least one Branch RAMP Committee as leader or assistant leader. All branch officers should be familiar with SIR Policies and Procedures and visit the SIR website to become familiar with the many guidance documents.

NOMINATING COMMITTEE CHAIRMAN

This leader is responsible to ensure the branch nominates the best candidates for officer and director positions, to influence those candidates to accept nomination and to provide the branch with trained backup candidates for all officer and RAMP chairman positions.

CHAIRMAN (COORDINATOR OR LEADER) RECRUITING TEAM

This leader is responsible to ensure the branch 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.

CHAIRMAN (COORDINATOR OR LEADER) ACTIVITIES

This leader is responsible to guide the development and enhancement of branch activities to meet the Sir Mission Statement of enriching members' lives.

CHAIRMAN (COORDINATOR OR LEADER) MEMBER RELATIONS

This leader is responsible 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.

CHAIRMAN (COORDINATOR OR LEADER) PUBLICITY & IMAGE

This leader is responsible to ensure membership candidates are (and, to a lesser extent, the general public is) aware of the Branch within its member recruiting area.

BEC MEETINGS

The future success or failure of the branch will be the result of the current decisions of the BEC. The BEC has total responsibility for all aspects of the Branch. Underlying all of these aspects is the need to maintain branch health for the long term. Branch health is directly related to the numbers of new members inducted annually and member retention. The loss of members or maintaining the status quo with respect to the number of branch members will ultimately result in branch failure.

The Big Sir and the other BEC officers are responsible for establishing Branch goals, policies and programs that will assure branch survival long term. Offsetting attrition, recruiting younger members (to maintain branch vitality as well as branch median age), and ending the year with membership growth are key to that survival. Review the current Branch membership status form at each BEC meeting to determine progress towards achieving membership. Corrective action needs to be initiated immediately if goals are not being met.

The Big Sir shall prepare and publish an agenda prior to each BEC meeting.

The following is a sample agenda which **should not take more than 60 minutes**.
Feel free to adjust to meet your Branch needs.

Sample Agenda — Branch Executive Committee Meeting

Branch XXX

Date

Big Sir – Welcome those in attendance, Introduce guests & opening remarks

Secretary – Verify quorum and Present minutes of previous meeting for approval
Review current and next month's items from Schedule of Branch Operations

Communicate Branch Correspondences

Treasurer – Present Treasurer's (Form 28) report and significant new expenses for approval

Big Sir Report – Review recent correspondence from SIR State Officers and State Committees. Report on items of current importance (e.g. New Member Recruitment) Review the current Branch membership status form to understand gains and losses.

Little Sir Report – Report on luncheon speakers scheduled. Report on status of branch reports and other activities of the Little Sir

Committee Reports

Membership

Report membership counts and changes. Get approval for applications. Introduce applicants and sponsors if present (pronounce names correctly), Make motion to accept applicants for membership

Attendance

Report on past and current attendance counts and delinquencies.

Recruiting

Report on new members and guests to date vs goal. Report on recruitment efforts/programs and use of SIR cards.

Activities

Report on member participation in Activities, Make recommendations for new activities.

Member Relations

Report on non-returning guests and member feedback

Publicity

Report on efforts to enhance SIR image and awareness in the community.

Other Committee Chairmen

Reports as appropriate (e.g. Nominating Committee)

Old Business New Business

Anything for the good of the order

Announce date of next meeting

Remind those in attendance to bring a guest who can become a friend to the next luncheon meeting — Adjourn

LUNCHEON MEETINGS

Most members derive their initial satisfaction as members of SIR from the luncheon meetings. The luncheon meetings need to be held in good locations with good parking and a good sound system. The food must be good and the speakers interesting and entertaining. The entire luncheon event needs to be uplifting and satisfying. Member recognition during the meeting is very important. The Big Sir must take every opportunity to recognize those members by name that give reports or deserve recognition for their birthdays or other special reasons. Satisfied members will invite their friends. The Big Sir needs to remind those in attendance at each meeting to invite someone who could be a friend to come as a guest.

Here are some tips to improve your Branch's monthly luncheons:

- Make sure the menu is appealing to your members. Survey them, ask them what they would like as entrees. Are you getting the same meal repeated more than twice a year? That creates boredom (chicken again). While the price of your luncheon may be very difficult to change oftentimes the menu is not.
- Have a committee work on obtaining guest speakers. Survey your members to find the topics they are interested in. Ask your Area Representative to coordinate a speaker's list among Area Branches. Make the speakers aware of the audience they will be facing.
- When considering the luncheon, think about when to eat – should it be before or after the speaker and business meeting? Think about the pros and cons, and discuss them with others in your Branch.
- It is critically important that guests be made to feel welcome. Consider a ribbon on their badge to allow members to quickly identify them. Recognize them from the podium. Say a few words about them like where they live, what their occupation was, etc. Consider having the guest(s) meet for a few minutes afterwards so they can be debriefed and get any questions answered. Provide the guest with a membership packet including such materials as a welcome letter from the Big Sir, a copy of the most recent monthly bulletin and, of course, a membership

application – making sure it's the most recent by checking it against the most recent Form 2 in the sirinc.org website under Member's Information/Key Documents/Forms.

- Consider having your activity chairmen man an information table before the meeting to answer questions and get other members interested in their activities.
- Do you need a head table for your BEC and officers or should they sit with the members? At any rate, they should mingle during the social hour to gather information about what the members are thinking.
- Consider having new members sit at a special table so they can get to know each other. Recognize them through introduction to the membership. Use new members as greeters – this gives them the opportunity to quickly meet other Branch members.
- Recognize Branch members who have made a difference. Provide them a certificate or perhaps a free lunch or a bottle of wine as a token reward for their service.
- A number of our members are veterans. Recognize them particularly at Veterans Day and Memorial Day. Consider building a program around their Armed Forces experiences. The membership application form contains a question regarding military service.
- See the SIR Luncheon Guide to Creating a Welcoming and Fun Atmosphere at the end of this guide for a self assessment BEC checklist to help identify problem areas.

The Big Sir shall prepare an agenda for each luncheon meeting and adhere to it. The following is a sample 1-1/2 hour agenda. Feel free to adjust to meet your Branch needs.

Sample Agenda Luncheon Meeting

Branch XXX

Date

Big Sir

Call to Order, Welcome all in attendance

Introduce the Chaplain or other who will give the invocation (Optional)

Pledge of Allegiance

Sing God Bless America (Optional)

Introduction of those at the head table (Optional)

Introduction of SIR dignitaries if any; invite comments if appropriate
Introduction of guests and visitors
Introduction of Branch photographer who will be taking pictures (Optional)
Introduction of new members and sponsors
 Short biographies of new members (Optional)
Comment on guest and membership goals
Introduction of Activities Chairman or Chairmen who will give brief reports
Humor time, jokes, etc. (Optional - but keep them clean and appropriate)

Little Sir or delegate

Read the list of birthday boys (pronounce names correctly)
Award prize winner or winners

Lunch

Little Sir

Introduce Speaker
Open questions for Speaker after talk
Remind those in attendance to bring a guest to the next meeting
Adjourn the meeting

BRANCH ASSESSMENT, GOALS AND ACTION PLANS

Each Branch has different problems that can be best addressed by first identifying areas which can be improved and then establishing goals and action plans to focus on these areas. The Branch membership status form is used to track membership gains and losses and the number of guests which are potential members. In December or early January the BEC should complete a SIR Branch Assessment worksheet (found on page 35 of this guide) and set goals and action plans to improve areas identified as problematic.

THE RAMP TOOLKIT

We have done a lot of the work for you, and it is found in the RAMP Toolkit. The Toolkit is found on sirinc.org website. Put your cursor over 'Branch Info'. then move it down and over 'Training', then move it to the right and click on 'Branch Leadership Training'.

Let's take a walk through it.

Section 1. Growing our Branches

This section deals with the results of our studying 24 growth Branches and contrasting them to our typical Branches. We wanted to find out what the growth Branches were doing differently. We found eleven items that appear to be critical, and they are listed

under Actions that Make a Difference. Lastly, there are suggestions regarding what your Branch can do to significantly improve.

Section 2. Self-Assessing our Branches

This section contains the SIR Branch Self-Assessment worksheet and notes that elaborate on the seven assessment categories. Note: A copy of this worksheet can be found on page 38 of this guide. The assessment should be done annually by the BEC. We suggest that each BEC member independently complete the form then the Big Sir asks each for his rating and keeps score. After all BEC inputs have been obtained, the BEC should review the results and discuss potential goals and actions that will improve the rating category for those rating criteria that score poorly.

Sections 3 - 5 provide you with potential goals and actions to overcome areas on the Self-Assessment where the Branch is weak. They follow the format displayed below:

- Video Learning Points for the function
- An individual Goal and Action Worksheet for each of the RAMP and Nominating Committee functions that provides the BEC with specific goals and actions they can consider for improvement

In 2016, the Growth and Membership Committee completed a series of training videos for the RAMP and Nominating Committee functions. SIR leaders must review all of them – it will only take about an hour of your time, and it will familiarize you with all the RAMP and Nominating Commission functions. Each video ends with a set of learning points,

The RAMP videos are found at sirinc.org website. Put your cursor over 'Branch Info'. then move it down and over 'RAMP', then move it to the right and click on specific video you would like to see.

The SIR Leader Training Videos available are:

Member Relations Video

Activities Video

Recruiting Leaders Video

Recruiting and Retaining Members

Section 6. Selecting our Leaders

This section covers the Three Steps to Success to Successfully Recruit Leaders and Volunteers. Video Learning Points and a Goal and Action Worksheet.

Section 7. Setting our Goals

The final section covers goal setting Video Learning Points and a Goal Activity and Planning Worksheet

ACTIVITIES AND EVENTS

The monthly Branch Luncheon (with good speakers), Ladies Day Luncheons, picnics and BBQs at a reasonable cost are important activities. They must be in a good location with good food. Additionally, a wide selection of activities of interest to members and their partners are vital for member satisfaction. The interest and excitement of members will be enhanced by continually asking them to identify activities of interest to them and their partners and then creating at least ten activities in each Branch. Branch Activities Committees are very important in this effort.

Following is a list of some popular activities in which SIR members and partners are participating:

Antique Cars
Astronomy
Backgammon
Barbecuing
Biking
Bocce Ball
Book Groups
Bowling
Bridge, Duplicate
Bridge, Party
Bridge, Couples
Chess
Coins
Computers
Cooking
Cribbage
Dancing, Couples
Dining In, Couples
Dining Out, Couples
Dominoes

Explore and Dine, Couples
Fantasy Baseball
Fantasy Football
Fishing
Gardening
Genealogy
Golf, Eighteen Holes
Golf, Nine Holes
Golf, Couples
Hobby Display
Hiking
Horseshoes
Investments
Men Dine Out
Mexican Train
Model Railroading
Pedro
Photography
Pickle Ball
Ping Pong
Pinochle

Poker

Pool Billiards

Radio Amateur

Recreational Vehicles

Singing, Barbershop

Singing, Chorus

Softball

Sports events, Couples

Stamp Collecting

Table Pool

Tennis

Theater, Stage & Movies, Couples

Time Shares

Travel, Couples

Walking

Walking, Couples

Woodworking

Wine Tasting, Couples

Writing Life Stories

Veterans

Yoga

PART FOUR

ADMINISTRATIVE INFORMATION

SIR ADMINISTRATION WEBSITE (sirinc.org)

The sirinc.org website is intended to provide digital service support for all SIR administrative activities such as communications between SIR State and Branches, between Branches and the State organization, plus educational and training materials designed to empower State and Branch leaders to perform their sworn responsibilities consistently and with a minimum of tedium and frustration.

Branch leaders are encouraged to visit sirinc.org regularly to view announcements, upcoming meeting schedules and meeting minutes. And please do visit the Rosters Page quarterly to validate the current leadership information for your Branch.

EMAIL

SIRinc communications are by email. If being sent to all Branches, messages are addressed to a specific group like Big Sir or Branch Webmaster. Copies always go to:

1. The Branch Secretary as part of Branch correspondence,
2. The Big Sir so he knows what is going on,
3. State Administrators (Board, Adviser, Governors and State Committee Chairmen) and to anyone else that may be involved.

Most branch BEC communications are by email. Many branch newsletters and other branch documents are posted on branch websites or emailed. We strongly recommend that the Branch only consider Officers who have the skills to compose, send and receive email.

SCHEDULES OF OPERATIONS

For leaders at all levels there is a “Schedule of State Operations” and a “Schedule of Branch Operations.” These are summaries of meeting dates, due dates for document submittals, etc. They are updated when necessary to synchronize with the current Policies and Procedures and are very useful to State and Branch officers. They are available for printing from the sirinc.org web site, Put your cursor over 'Running Your Branch' and then move it down and over Branch Schedule of Operations'.

The Schedule of State Operations is can be viewed by going to 'State Info', then down to State Policies and Procedures and then clicking on 'Schedule of State Operations'

SIR MANUAL (POLICIES, PROCEDURES & BYLAWS)

How to use the Manual

The current SIR Manual is available to every member of SIR and can be accessed from the sirinc.org website. Put your cursor over 'Branch Info' or State Info'. then move it down to 'Policies and Procedures' and click on that, then move it to down and click on SIR Manual. To locate information in the Manual use the Table of Contents or search for a topic by clicking on the little magnifying glass icon with the 3 dots located in the upper left corner of the screen or hold the 'Ctrl' key and press the 'F' key (**CTRL- F**) and then type in the desired topic. Note: you must be specific in your search. If you wish to review, say Policy 50 then type it in exactly like that.

Policies, Procedures and Bylaws

There are separate Articles of Incorporation and Bylaws for SIRinc and for the Branch Corporations included in the SIR Manual. The Bylaws of SIRinc and of the Branch Corporations are akin to the United States Constitution. They can only be changed by a two thirds majority of the members of SIRinc in attendance at the August Annual Meeting. Policies and Procedures are similar to laws passed by the United State Congress. They are adopted and changed by a majority vote of the SIRinc Board of Directors.

Updating the Manual

During the year, shortly after Policies and Procedures are changed, the Manual is revised on the web site under the supervision of the State Policies and Procedures Chairman. Branch Secretaries are notified of the changes by email. On the “SIR Manual” page of the sirinc.org web site, there are links to a complete copy of the Manual and a “Summary of Changes”. Bylaws are changed by the State Policies and Procedures Chairman shortly after each Annual Meeting if they have been approved.

FINANCIAL, SIR INC

The President and members of the SIR, Inc Board of Directors maintain a high level of fiduciary responsibility by furnishing guidance to all SIR members and officers who handle SIR funds. SIR, Inc is responsible for liability insurance premium expenses and administrative expenses for services more efficiently handled centrally such as communication, postage, supplies, training, promotion, website, travel, lodging, meals, pins, certificates (on- line) and such other SIR, Inc expenses that may be authorized by the Board of Directors. SIR. Inc expenses are defrayed through the assessment of Chartered and Provisional Branches on a pro rata membership basis based on the total Sir membership as of September 30 each year.

The two major operating costs are insurance for all Branches and administration costs for maintaining branch incorporation. Almost all our income is from Branch Assessments.

FINANCIAL, BRANCHES

Big Sirs and members of BECs are to maintain high levels of fiduciary responsibility by furnishing guidance to Branch members who handle SIR funds. The participants in Branch luncheons, activities and events shall be charged enough to pay for all expenses associated with these functions. Income to cover Branch overhead expenses for the SIRinc assessment, newsletters, officer expenses, Branch promotion, etc. shall be derived from assessments of active Branch members. The preferred, and most effective, method for generating income is by requesting lump sum annual assessments from all members. The amount should be set according to each year's budget.

Branch Treasurers submit monthly Treasurers' reports at the BEC meetings. As a guide Branch cash reserves should be budgeted at about \$20.00 per member minimum at year end. (100 member branches should budget about \$2,000 in cash reserves at year end). At any rate, cash reserves should be adequate to reimburse the luncheon's food provider without requiring the Treasurer to quickly deposit funds to cover the amount of the bill.

The Form 28, Monthly Cash Report, which includes branch financial data, is to be submitted by Branch Treasurers monthly by the end of the month to the SIRinc Assistant Treasurer, preferably electronically. It is intended to furnish data for reporting to the IRS and others as well as data for Area Representative to monitor branch financial health and provide assistance when appropriate.

Form 28 Cumulative data is for a calendar year, but the End of December balance must transfer as the Opening Balance for January. It must not be changed.

MEMBERSHIP STATISTICS

The Branch membership status form is to be reviewed monthly by your Branch Executive Committee.

The data is intended to furnish monthly operating data useful to Branch Executive Committee Members in addressing membership gains and losses and the conversion of guests to members.

ROSTERS **Roster, SIRinc**

The State Roster Chairman is responsible to compile a State Roster for the coming year based on the Form 20 input from every Branch **now** expected in October. The

Roster is updated throughout the year as needed and published on the sirinc.org website. It includes the names and addresses of SIRinc elected officers, Past Presidents, Area Representatives, Appointees, State Committee members and a listing of the names of Honorary and Senior Honorary Life Members. It also includes a listing of all branches that includes branch number, name, meeting place, date and time of luncheon meetings, number of active members and the names and addresses of the Branch Officers, RAMP Leaders (if a Branch has a RAMP Committee), Nominating Chairman and several other Branch Leaders. Not all Branches have all these positions - see Policy 31 that allows for a BEC with a minimum of 5 (an in some cases 4) officer positions. Access to files containing personal information of leaders is restricted to SIR members and requires use of a User Name and Password which is available from every Branch Big Sir.

Roster, Areas

The Area Representative mapping to Branches is available in chart form near the bottom of the file under heading "Last Month's Roster".

Printed Branch Rosters

It is critical that Branch members be able to contact each other; therefore, Branch Rosters are a vital publication. At a minimum, the roster should contain the member's name, address, telephone number and email address. Many Branches supplement this information with the member's last employer and even a picture. Rosters should be distributed around the first of the year and may be in printed or electronic form – Branches may provide printed copies for members not electronically inclined. The roster is also sent to the Area Representative for their reference should they need to contact a Branch member.

Branch Rosters should clearly state that the information is not to be shared outside of SIR, and of course, the information may not be sold.

By the Way - It is permissible for SIR branches to obtain contributions from local businesses to offset the Branch expenses of rosters and bulletins. One full page of advertisements (copies of business cards) may be placed on a single page within your monthly newsletter or bulletin (Policy 41). As a courtesy, send the sponsor a copy of the monthly newsletter or bulletin so they may share it in their business and 'publicize' your Branch.

Branch Membership Lists

As with any large corporation, SIR's top leaders occasionally send email messages to all SIR members regarding issues that everyone should be aware of. The Branch Membership List is the source for these email addresses. In addition, the State Database Chairman refers to these lists on a daily basis to confirm member data like addresses, telephone numbers and name spelling.

For this reason the Secretary is required to ensure that on or before March 1 of each year the Branch Membership List is prepared using Form 65, “Branch Membership List” in accordance with the instructions found on Form 65A, “Branch Membership List instructions,” and that it is emailed to the State Roster Chairman.

We strongly recommend that Branch Membership List be prepared during November and December of the previous year for submittal by March 1 of the following year so all members start the new year off with a current list and that the people preparing the list have had at least a year in office so that the process is not new to them.

Branch Membership Lists are for the private use of State and branch officers and members to use in communicating with branch members. Roster information is not to be given or sold to any entity outside of SIR.

TRAVEL

Travel is one of the most popular SIR activities. It also creates significant potential liabilities. The SIRinc Travel Committee is responsible for administration of THE TRAVEL CODE. Over the years SIRinc has adopted rules and procedures that promote travel and limit liability exposure at the same time. These are embodied in the TRAVEL CODE found in Policy 13 and Procedure 13 of the SIR Manual. The BECs must approve all travel events so BEC members need to be knowledgeable about these Rules. The importance of complying with these rules and procedures to minimize liability insurance expenses can't be overstated. The SIR liability insurance policy covers travel events inside the USA including its Territories and Possessions, Canada and Puerto Rico with a limit of \$1,000,000. Travel outside these geographies contracted by SIR or any of its Branches requires an insurance fee of \$27 for each participant to help pay for liability insurance.

RECOGNITION AND AWARDS

SIR, Inc provides Honorary Life Membership awards for State and Branch leaders and branch members for extraordinary achievements (See Form 45). The President, or his designated representative should make an effort to attend these presentations.

Additionally, SIR, Inc provides a Distinguished Service Award for State (See Form 45A) and Branch (See Form 45B) that is now the second highest award in SIR just below that of the HLM.

The Branch DSA award is a Branch-only award and the Branch BEC approves it and the Big Sir presents it. Note: DSA pins are available on the sirinc.org website for ordering and there is a special certificate for local printing/framing if desired – See Form 21.

Finally, SIRinc provides an I'm Doing My Part Award which is designed all volunteers as determined by the Branch BEC and is awarded by the Big Sir.

These awards are in the form of Lapel Pins to provide visibility for recognition of the recipients. See Policy 10 - Awards/Certificates for specific details and procedures

Senior, Super Senior and Century Certificates are awarded to those who reach the ages of 90, 95 and 100 respectively. The Big Sir of the Branch can download the appropriate certificate directly from 'Forms' on the sirinc.org website.

The best motivational device we have is the use of recognition. Consider having a special recognition program within your Branch. A number of Branches have a recognition program for members who do a lot, but are generally unrecognized, e.g. the member who sets up the audio, or hands out the badges, the person who orders Sir apparel, etc.

WORTHY CAUSES

SIR is an organization formed to provide for the social needs of its members. SIR provides its members with social opportunities through participation in SIR activities and events. There are additional exposures to risks, and greater insurance expenses, associated with providing benefits to those who are not SIR members. This is the reason for Policy 8 prohibiting support of worthy causes and affiliations outside of SIR.

However, SIR has implemented a Community Involvement Program that allows Branches on a Branch by Branch basis to engage in community involvement projects that adhere to Policy 8.1.

This allows us, as members, to differentiate ourselves from other organizations in that we do not support, promote, endorse or otherwise act to benefit, directly or indirectly, in any cause such as political, religious and charitable entities. We act as volunteer participants giving time and not as sponsors.

INSURANCE

The SIRinc Insurance Program provides protection for SIR members, partners, widows

and guests at officially designated SIR functions. The SIRinc Insurance Committee administers the insurance program. The annual premium is based partially upon the

total number of SIR members. It is the single highest expense of SIRinc. The following provides a synopsis of the SIRinc Insurance Program:

Liquor Liability and Serving Alcoholic Beverages

If a branch serves its own liquor (as differentiated from a restaurant where members buy individual drinks) the branch is required to obtain a liquor license from the State ABC. The policy is effective if the license has been obtained and the function is an authorized function.

At any Branch function where SIR is providing alcoholic beverages, the Alcoholic beverages must be served by certified SIR member bartenders OR the participants must serve themselves...no exceptions.

Any SIR member selling and serving alcohol must be trained and certified through Bartenders training course via the internet. Any branch that generates income from selling alcohol must report annual income to the insurance chairman. This is a mandate from our insurance company.

Hiring of Caterers Policy

Some Branches hire caterers directly to provide food service to Branch luncheons, BBQs, picnics, etc. This can raise insurance liability issues. If you Branch does not use an Independent caterer, complete Form 63. If you use an independent caterer for any reason, ask them to sign Form 64 for your Branch. In addition, the caterer will need to obtain a "Certificate of Liability Insurance" from its insurance agent or broker naming THE SIR ENTITIES as printed on the Form 64, as additional insured. Take and/or keep a copy for yourself, and send or email a copy to the SIR State Insurance Chairman.

Business Package Policy

General Liability: Insures SIR, its branches and members, against claims which may have been caused by members at an "authorized function" resulting in injuries to person(s) or property. The protection is up to \$1,000,000 for any one claim and \$2,000,000 for all claims in one policy year, which is May 1 through April 30. Note: An "authorized function" is a function that has been approved by the Branch Executive Committee for branches and the State Board for state functions. It includes picnics, travel, golf, bowling, etc. **Approval for every activity must be renewed each year by the BEC.**

Vehicle: When a member uses his own vehicle for an approved SIR function SIR may also be liable for an accident claim. Under California law all vehicles owners are

required to have liability insurance, but SIR may be responsible for all claims in excess of the member's insurance limit.

Liquor Liability: Covered above

Fire Damage Legal Liability: If a facility is damaged by fire during an authorized function SIR is insured up to a maximum of \$300,000. There is excess coverage up to \$1 million.

Voluntary Medical Payment: There may be instances when SIR may not be legally responsible for an injury to a person. The insurance carrier may elect to make a voluntary payment up to \$5,000.

Property and Valuable Records: Replacement of damaged property belonging to the Corporation is insured up to \$26,000 and valuable records up to \$10,000.

Fidelity Bond: All officers, directors and members of SIR are bonded up to \$100,000 for dishonest acts.

Money and Securities: A loss due to burglary or robbery is covered up to \$25,000 on our premises or banking facility (with a \$1,000 deductible) and \$5,000 in custody of a "messenger" (i.e. A branch treasurer taking luncheon payment to the bank).

Excess Liability

It extends our basic liability policy coverage up to \$6,000,000 on any one claim and \$7,000,000 for all claims in one policy year.

Directors and Officers Liability Coverage

Directors and Officers of the SIRinc Board of Directors and all Directors and Officers of the Branch Board of Directors are covered for up to \$2,000,000 for unintentional negligent act errors or omission in the performance of their duties.

Certificates of Insurance

SIRinc provides certificates of liability insurance coverage that may be required by the owners or operators of facilities where SIR meetings, activities or events are held. These certificates are available on the sirinc.org web site in the Forms Section. Form 8, "Insurance Certificate Request" is to be filled out and forwarded to the SIRinc insurance broker listed on Form 8 in accordance with Form 8 instructions.

What State Does for Branches

General Assistance

LEADERSHIP & ORGANIZATION	ACTIVITIES, RECOGNITION & COMMUNICATIONS
Policies and Procedures	State sponsored Activities
> SIR Manual	> Golf
> SIR Leaders Guide	> Bocce
> RAMP Toolkit	> Recreational Vehicles
State Roster	> Bowling
Membership Records, Statistics	> Travel
Training	> Sirs at the Games
> Directors	Specific areas of support
> Area Representatives	Focused areas of support
> Branch Officers	Website (www.sirinc.org)
> RAMP & NomCom Committees	Branch Website Development and Hosting

Insurance

INSURANCE LIABILITY	EXCESS LIABILITY
> Vehicle	DIRECTORS & OFFICERS
> Liquor	> Unintentional negligent act
> Fire Damage	> Errors or omissions
> Voluntary Medical Payment	CERTIFICATES OF INSURANCE
> Property & Valuable Records	
> Fidelity Bond	
> Money & Securities	

Tax and State Filings

Tax filing for California and Federal 501-c4 for each Branch
Biennial State Corporation Update Information

State Obligations of SIR Branches

Each SIR Branch is a separate California Corporation operating under the umbrella of SIR, Inc. (which is also a separate California Corporation) by virtue of a Charter with the responsibility imposed for the obligations thereof as set forth in the Bylaws of the Corporation and the policies and procedures adopted by the State Board. Even though Branches are separate corporations, actions contrary to SIR Bylaws, Policies and Procedures and commonly accepted principles of management can potentially legally damage not only their single Branch, but other SIR Branches and Sir, Inc. as well. Thus, the State organization has established a set of Branch obligations to negate the possibility of a Branch taking inappropriate actions that could endanger all others. These expectations are the following:

- Accurate and timely submittal – Form 20, the on-line Branch membership status on-line form, Form 28, Forms 63 or 64 (as applicable) and Form 65.

Note: Current forms are paper based, however, there is an on-going effort to convert many existing forms to on-line based to reduce Branch workload.

- Provide monthly Branch bulletins and BEC minutes to the Area Representative if the Branch has an Area Representative.
- Follow the Branch Schedule of Operations (View/print on sirinc.org website - see instructions on Page 24).
- Fill Branch officer, Nominating Committee and RAMP positions whenever possible - see Policy 31.
- Assist in nominating Area Representatives
- Work to follow SIR Policies and Procedures
- Attend State meetings, State Training, the Annual Meeting and Town Hall meetings (physically or virtually as scheduled).
- Engage in friendly cooperation with SIR State and other SIR Branches
- Work to increase membership, activities and member satisfaction

SIR Branch Assessment Worksheet

Branch: _____ Location: _____

What is your Branch's Risk Level?

Assess your Branch at any time, and always in September for the new BEC.

Risk Level	Branch Health
A Low Risk	An area of strength the Branch can build on
B Moderate Risk	Potential problem area to keep an eye on for a potential unfavorable trend. Watch closely to make sure performance doesn't slip
C High Risk	An area that needs to be examined closely and an improvement goal set

Category	High Risk Level C		Moderate Risk Level B		Low Risk Level A	
	Result	Score	Result	Score	Result	Score
1. Annual membership trend	Membership decline or no gain		Net gain between 0.1% and 2.99%		Net gain 3.0% or more	
2. Median age of branch members?	78 years and above		Between 76 and 78		Under 76	
3. Number of branch & area activities? Couples	4 or less		Between 5 and 9; 2-4 couples		10 or more; 5+ couples	
4. Average annualized percent of members attending regular luncheon meetings	Less than 60%		Between 60% and 70%		Over 70%	
5. Does branch have difficulty filling officer, BEC and activity positions?	Yes to any		Sometimes to any. Uses Nominating Committee		No to all. Uses Nominating Committee and Four Steps to choosing volunteers	
6. How does branch recruit new members, and recognize members for bringing guests?	Relies solely on current member referrals		Reward members for recruiting, use branch brochures, Sir cards, etc.		Uses methods beyond member referrals/reward; Has an active Recruitment Committee, website, unique programs	
7. How does branch involve new members (NM)?	Wait for them to volunteer		Orient NM and learn their interests. Suggest activities to join		Encourage NM to share an activity responsibility. Ask him to choose a RAMP Committee for a year.	

Branch Risk Levels: Mostly A's are Low Risk; Mostly B's are Moderate Risk; C's are High Risk

After checking the boxes, discuss your results with your Branch Sirs. C's are high risk and a priority for new goals and action plans. B's are moderate risk and need effort to change to an A. While A's are low risk, the areas should be monitored for any negative change.

See Notes on Branch Self-Assessment Categories on next page.

Notes on Branch Self-Assessment Categories

1. Membership Trend – Obviously, if you lose net membership your branch becomes more at risk than if you had gained net membership
2. Median Age of Members – A branch is more at risk as its median age becomes older. Signs are fewer volunteers, difficulty attracting younger members, higher turnover, lost vitality, etc.
3. Number of Branch Specific Activities – Branches with more activities are more attractive to members and guests – especially if a number of those activities involve spouses and partners.
4. Percent of Members Attending Luncheons – This is a gauge of how members perceive the luncheon experience. If they are not attending, YOU have a problem on your hands that probably involves fellowship, venue, parking, food/menu and drink quality/value and speaker quality.
5. Ability of the Branch to Fill Positions – If the branch has trouble getting volunteers important roles will not be filled, or if filled, it may not be with the right person. We have lost branches because no one stepped up to become the Big Sir. The Nominating Committee must become a succession planning committee and plan at least two years out.
Big Sirs should make it a practice to table hop during the social hour. By this we mean visit various tables and introduce yourself, address members at the table with questions like how do you like the branch, are you enjoying the luncheons, do you have any concerns or problems that we can address. By ‘meeting’ your members you establish a rapport with them and they feel ‘recognized’. In the future when you need a volunteer and go to the members you know they will be more apt to say yes and help you out.
6. Recruiting Techniques – Most membership comes from members bringing guests. They must be recognized and incentivized. Other sources of first time guests are important, and will typically bring in ten to twenty percent of your new members, but at least as important, they get the word about SIR out to the community and generate name recognition.
7. Involvement of New Members – A typical branch replaces around 11 percent of its members a year. Thus, about a third of the typical branch has members with three or fewer years membership. It is critical that we involve these members from day one if we are to keep them, turn them into our best

SIR Luncheon Guide to Creating a Welcoming and Fun Atmosphere

(BEC Self Assessment Checklist)

YES NO

LUNCHEON ATTENDEES

GREETED UPON ARRIVAL AT THE FRONT DOOR

☐ ☐

Greeted by a sponsor and his new member. The new member especially likes this assignment because he gets to meet all the other members - **OR** - greeted by a designated member greeter

GUESTS

SPONSOR CONFIRMS HIS GUEST WILL BE ATTENDING LUNCHEON

☐ ☐

Informs BEC of his guest's name

GUESTS ARE GREETED BY THEIR SPONSOR UPON ARRIVAL

☐ ☐

Sponsor informs BEC of his guest's name so they can look out for him in case he is not available or arrives later. If not available BEC assigns a member so the guest is not left to 'fend' for himself.

GUESTS ASSISTED AT THE CHECK-IN TABLE

☐ ☐

GUESTS ARE PROVIDED WITH A NAME TAG DESIGNATING THEM AS A GUEST

☐ ☐

GUESTS ARE GIVEN A COPY OF THE CURRENT BRANCH BULLETIN

☐ ☐

This gives them a better overview of the Branch, Activities and members

SPONSOR USUALLY PAYS FOR THE GUEST'S LUNCH

☐ ☐

Sponsor reimbursed for lunch expense OR? if guest joins Branch

☐ ☐

MEMBERSHIP CHAIRMAN FOLLOWS UP WITH SPONSORS THAT HAVE GIVEN THEIR GUEST AN APPLICATION

☐ ☐

NEW MEMBERS

NEW MEMBERS ARE GREETED BY THEIR SPONSORS FIRST 3+ MONTHS

☐ ☐

New member's badges are 'tagged' as a new member (for 6 months)

so regular members can identify them and introduce themselves

☐ ☐

NEW MEMBER ORIENTATION MEETING OR PACKAGE PROVIDED

☐ ☐

SOCIAL HOUR

CURRENT & UPCOMING BRANCH EVENT FLIERS ARE OPENLY DISPLAYED

☐ ☐

Can also include ongoing member & coed activities with contact information

SPONSOR RESPONSIBLE TO INTRODUCE GUEST TO OTHER MEMBERS

☐ ☐

SPONSOR RESPONSIBLE TO INTRODUCE GUEST TO ACTIVITY CHAIRMAN

☐ ☐

In activities that guest is or might be interested in

SPONSOR INTRODUCES GUEST TO BIG/LITTLE SIR (or vice versa)

☐ ☐

NOISY' IS AN INDICATOR FUN IS BEING HAD BY ALL - ARE YOUR LUNCHEONS NOISY?

☐ ☐

TABLE HOPPING BY BEC MEMBERS DURING SOCIAL HOUR	<input type="checkbox"/>	<input type="checkbox"/>
Talk to the members, gather ideas, suggestions and complaints		
i.e., get to know your members - listen to their needs		
Just talking to your members is a form of recognition that you care.		
LUNCHEON - KEEP THE MEETING ON TIME!	<input type="checkbox"/>	<input type="checkbox"/>
Limited announcements & repetitive items are kept efficient	<input type="checkbox"/>	<input type="checkbox"/>
Long list of announcements and inefficient meetings - turns attendees off fast!		
SEAT AT TABLE FOR GUEST AND SPONSOR IS RESERVED		
Seat for new member reserved by sponsor - OR -	<input type="checkbox"/>	<input type="checkbox"/>
Dedicated guest/new member table with BEC member host available at all luncheons	<input type="checkbox"/>	<input type="checkbox"/>
SPONSOR INTRODUCES GUEST / NEW MEMBER TO LUNCHEON ATTENDEES		
When called upon during the business portion of the meeting - OR -	<input type="checkbox"/>	<input type="checkbox"/>
Head Table recognizes sponsor & guest by name	<input type="checkbox"/>	<input type="checkbox"/>
PLACARD AT TABLES IDENTIFYING ACTIVITY CHAIRMAN	<input type="checkbox"/>	<input type="checkbox"/>
'VOLUNTEERS' / PAST BIG SIRs RESERVED TABLE - OPTIONAL	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS MEETING DURATION ~ 20 MIN MAX	<input type="checkbox"/>	<input type="checkbox"/>
The Backbone of an effective meeting is enthusiasm of the Big & Little Sirs!		
Speak clearly, be efficient, with authority and humor - an appropriate joke works well	<input type="checkbox"/>	<input type="checkbox"/>
Remember: BEC Meeting = Business, Luncheon Meeting = Min Business/Entertain / Fun		
POLITICS & RELIGION TOPICS AND 'SELLING THINGS' ARE NOT APPROPRIATE	<input type="checkbox"/>	<input type="checkbox"/>
HOT & VARIED FOOD MENU MONTHLY AT A REASONABLE PRICE	<input type="checkbox"/>	<input type="checkbox"/>
BIG SIR ENFORCES THE BUSINESS MEETING TIME DURATION	<input type="checkbox"/>	<input type="checkbox"/>
BACKGROUND NOISE/TALKING BY OTHERS DURING PRESENTATIONS IS CONTROLLED	<input type="checkbox"/>	<input type="checkbox"/>
Side conversations/noise are distracting and disrespectful to the speaker and others		
QUALITY GUEST SPEAKER ~ 20 MIN MAX IF BEFORE EATING	<input type="checkbox"/>	<input type="checkbox"/>
Set time with speaker prior to their speaking. Q&A can be taken after eating.		
Virtually unlimited but within reason if after eating		
BRANCH SHARES GUEST SPEAKER LIST WITH OTHER 'LOCAL' BRANCHES	<input type="checkbox"/>	<input type="checkbox"/>
LITTLE SIR ENFORCES THE GUEST SPEAKER TOPIC AND TIME DURATION	<input type="checkbox"/>	<input type="checkbox"/>
TABLES WITH GUESTS EAT FIRST AFTER HEAD TABLE	<input type="checkbox"/>	<input type="checkbox"/>
Depends upon number of luncheon attendees. This works best with larger numbers.		
SPECIAL EVENTS		
MAY - LADIES DAY RECOGNITION LUNCHEON / DANCE - DRESSY / SEMI FORMAL	<input type="checkbox"/>	<input type="checkbox"/>
Special Prize drawings for ladies only prizes (BEC & member donated gifts)	<input type="checkbox"/>	<input type="checkbox"/>
Prize drawings for all (BEC & member donated gifts)		

AUGUST - ANNUAL BRANCH PICNIC WITH FAMILIES OPTION	<input type="checkbox"/>	<input type="checkbox"/>
Special Event for member families w/children & grandchildren	<input type="checkbox"/>	<input type="checkbox"/>
NOVEMBER - RECOGNIZE YOUR VETERANS	<input type="checkbox"/>	<input type="checkbox"/>
Give your veterans a memento as a thank you for their service		
DECEMBER - HOLIDAY SEASON LUNCHEON / DANCE - DRESSY / SEMI FORMAL	<input type="checkbox"/>	<input type="checkbox"/>
Members & spouses or significant others	<input type="checkbox"/>	<input type="checkbox"/>
Special prize drawings for all (BEC & member donated gifts)	<input type="checkbox"/>	<input type="checkbox"/>
APPLICANTS ARE ELIGIBLE TO PARTICIPATE IN SPECIAL EVENTS	<input type="checkbox"/>	<input type="checkbox"/>
(This is prior to formal installation as a Branch member)		
PRIOR TO ADJOURNMENT (Surveys: once or twice per year)		
SURVEY MEMBERS FOR GUEST SPEAKER TOPICS	<input type="checkbox"/>	<input type="checkbox"/>
SURVEY MEMBERS RELATIVE TO LUNCHEON MENU	<input type="checkbox"/>	<input type="checkbox"/>
Offer Vegetarian / Fish option especially when Corned Beef/Cabbage is on the menu	<input type="checkbox"/>	<input type="checkbox"/>
(~15% of members don't like Corned Beef/Cabbage)		
SURVEY MEMBERS ON NEW ACTIVITY INTERESTS	<input type="checkbox"/>	<input type="checkbox"/>
RECOGNIZE YOUR VOLUNTEERING MEMBERS	<input type="checkbox"/>	<input type="checkbox"/>
Check-in Table, setup crew, etc.		
SPONSOR SOLICIT VERBAL COMMENTS FROM GUEST/NEW MEMBER	<input type="checkbox"/>	<input type="checkbox"/>
Level of satisfaction: overall luncheon, food, guest speaker, etc.		
SPONSOR SOLICIT GUEST'S INTEREST IN JOINING SIR	<input type="checkbox"/>	<input type="checkbox"/>
No pressure but if interested supply application		
SPONSOR INVITE NEW MEMBER TO A BEC MEETING (within 1st three months)	<input type="checkbox"/>	<input type="checkbox"/>
To better understand how SIR functions, if interested		
provide BEC meeting date, time and location information		
SPONSOR SOLICIT NEW MEMBER'S INTEREST IN VOLUNTEERING	<input type="checkbox"/>	<input type="checkbox"/>
OTHER		
PROVIDE INFORMATION TABLES TO PUBLICIZE ACTIVITIES AND TAKE SIGN-UPS	<input type="checkbox"/>	<input type="checkbox"/>
Include pictures and descriptions of on-going activities. Have table manned if possible.		
FEATURE NEW MEMBERS WITH PICTURE AND SHORT BIO IN THE		
FOLLOWING MONTH'S BULLETIN OR NEWSLETTER	<input type="checkbox"/>	<input type="checkbox"/>
CALL MEMBERS ABSENT FROM LUNCHEON TO DETERMINE WHY	<input type="checkbox"/>	<input type="checkbox"/>
They may have a health problem or just need a ride to the luncheon		
Divide number of those absent by BEC members and have them call		
CLOSING		
IS YOUR BRANCH LUNCHEON CONDUCIVE TO MEETING THE NEEDS OF		

YOUR MEMBERS, PROVIDING THEM WITH A WELCOMING ATMOSPHERE

AND OPPORTUNITIES TO MINGLE AND HAVE FUN?

☐ ☐

* IF NOT THEN YOU NEED TO SURVEY YOUR MEMBERS AND FIND OUT WHY *

REVISION HISTORY

- 08/25/23 Changed the use of the monthly Form 27 to the on-line Branch Membership status form and noted that the Form 27 may be used for Branch use only.
Expanded the Notes on Branch Self-Assessment Category 5 to include suggestions for the Big Sir.
- 06/30/23 Miscellaneous editorial updates and corrections.
- 04/4/23 Changed the title of Area Governors to Area Representatives and revised the members of the State Board eliminating the Regional Director, Asst State Secretary and State Treasurer positions. Added four State Director and three Area Representative positions to the State Board.
Revised responsibilities of the Little Sir and the Branch Membership Chairman.
Revised the Sir Administration Information section to reflect changes in the website.
Revised the section on training to include face-to-face workshops.
Emphasized value of the Form 27 in the Branch Membership section.
Revised Recognition and Awards section to address the DSA award approval and presentation process for Branches that don't have an Area Representative.
Removed the Schedules of Branch and State Operations as including it caused conflicts in trying to keep both this document and both the Branch and State Schedules in sync, Both of these schedules are on the sirinc.org website and should be reviewed occasionally to ensure the current one is being used.
Updated Administrative Information and deleted Website image.
- 03/11/22 Updated the outlook for future Training Meetings on Pages 9 - 10.
Revised the method for obtaining Senior, Super Senior and Century Certificates for those members that have reached the age of 90, 95 and 100 years - on page 27.
Added a new section titled Worthy Causes, that refers to a new Policy 8.1 that allows Branches to engage in community involvement projects - page 27.
- 05/10/22 Added BEC self assessment checklist and SIR Luncheon Guide to Creating a Welcoming and Fun Atmosphere - pages 41 - 45.
- 08/19/22 Updated Recognition and Awards to include the new three level SIRinc award program - page 27.
- 08/25/22 Updated SIRNC Organization Chart (removed Assistant Secretary & Assistant Treasurer - page 2.

December 4, 2023 J. Chin