

- Revised Policy 9A - Cash Reserve Guidelines

Reduced the amount per member to \$25

- Added New Policy 9B – Equipment Owned by Branch or Committee

Added a policy which details how branch owned equipment should be handled

- Added New Policy Procedure 15c –Marketing Budget Sample Form

Placed sample form under Marketing Resources Tab on SIR website – See attached

- Revised Documents related to Branch Member Roster reporting Policy 10 and removed Form 65

The State Board voted to remove requirement for Form 65 in Policy 10

- Revised SIR, Inc. Documents related to appointment and removal of Area Representatives

Makes AR issues the responsibility of the State VP

- Added New Policy B-15 –Photo Release Form

Form will be added to SIR Membership application

See attached explanation of the need for the new form

- Updated Schedule of Branch Operations with Hyperlinks to Manual in Appendix A

Revised to align with items above

- Revised Leader Guide to match Manual

Self-explanatory

BRANCH MARKETING/ADVERTISING BUDGET

BRANCH NUMBER

PRINTING BUDGET 2026

Branch printing & supplies	
Local Printing Services	
State SIR 3rd Party Printing	

GUEST EXPENSES

POTENTIAL NEW MEMBERS (GUESTS)	
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OUTSIDE ACTIVITIES

Golf & Bowling Marketing/Advertising	
City and special group activities	
Web fees	

OUTSIDE SERVICES

Local Newspaper/Radio	
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TOTAL BUDGET:

Revised 01/23/2026

Instructions:

1. Each Big Sir and their BEC should discuss and agree to a Marketing/Adveristing Budget in accordance with Policy 15
2. The Marketing/Advertising Budget can then be submitted to your Area Representative
3. The AR will review your budget and discuss as needed

Explanation for Need of Policy B-15 and Legal Discussion

Purpose of Policy B-15

SIR, Inc. and its Branches use photographs and images of members, guests, and events in branch bulletins, websites, newsletters, and membership recruitment materials. The purpose of this policy is to obtain clear, voluntary consent from individuals before their images are used in such materials, and to ensure that both members and the organization understand their respective rights and responsibilities.

Background

The widespread availability of digital images through the internet and social media, combined with the rapid growth of artificial intelligence tools capable of altering or fabricating imagery, has created new and serious risks for individuals and organizations alike. Manipulated or misused images can be used to embarrass individuals, perpetrate scams, or cause significant reputational harm. It has therefore become essential that SIR, Inc. obtain member consent before using member images in any branch materials that are accessible to the public.

Scope

This policy applies to all SIR, Inc. branches and covers the use of photographs and

images of members, guests, and family members in the following contexts:

- Branch bulletins, whether printed or posted online
- Branch websites, including any publicly accessible portions
- Membership recruitment and promotional materials
- Any other materials distributed to the general public

Key Legal Elements of a California Photo Release

In California, a photo release form is a legal document used to obtain consent to use an individual's image, likeness, or voice for commercial purposes, advertising, or public display. Under California Civil Code Section 3344, written permission is required before using someone's photo for commercial, marketing, or promotional use.

- Identifiable Information: The release must specify whose image is being used and how.
- Purpose: Clearly state if the photos are for commercial, social media, or marketing use.

- Signatures: Adults must sign for themselves; parents/guardians must sign for minors.
- Rights Granted: Often grants irrevocable, unrestricted rights to use and edit the images.

When a Release is Needed

- Commercial Use: Using a person's photo in ads, websites, brochures, or social media to sell products or services.
- Endorsements: Any photo implying a person endorses a product or brand.

When a Release is NOT Needed

- Public Settings: Taking photos in public places, provided they are not used for commercial, promotional, or endorsement purposes, and there is no reasonable expectation of privacy.
- Editorial/News: Photos used for news, information, or public interest.

Specific California Regulations

- Right of Publicity (Civil Code 3344): Protects individuals from having their name, voice, signature, photograph, or likeness used for commercial purposes without consent.
- Mugshots (AB 1475/AB 994): Law enforcement is prohibited from sharing booking photos for nonviolent crimes on social media unless in specific exceptions apply.
- Real Estate (AB 723): As of Jan 1, 2026, realtors must disclose if listing photos have been significantly digitally altered.

The SIR photo release is intended to cover data published to social media or the internet that the public can see. Every member who might have a photo or likeness used should sign including speakers and visitors. If someone refuses to sign, your secretary should note that fact and their photo should not be used anywhere the public can view it. We should stick with the current form if possible.

The best way to deal with this policy is for your website to have a private password protected place where photos, videos and minutes can be stored. We do not have audio or video release forms as they are less common, but if you plan to publish audio or video data so the public can view it, you may want to consider having a separate form. As stated before, the best way is to publish locally with password protection so public cannot view or use it.

