

# SIR Marketing & Communications

## My Wish List ...

- Manage all State SIR Communications:
  - Marketing Material – Printed Templates, Cards, etc.
  - Marketing Presentations – PowerPoint & Video
  - Public Facing Website - Design & Content
  - Press Release templates and other promotions
  - State Newsletters – Monthly & Quarterly
  - Improve communications with the branches
    - Improve communications within State



# SIR Marketing & Communications

What it takes to be visible ...

- Create messages to Attract Active Seniors
- Place the messages where they will be seen
- Repeat the messages at a minimal cost (no \$\$)
- Have a Social Media presence where prospects visit
- Have a meaningful website (organization & content)
- Make material easy for branches to use well



# SIR Marketing & Communications

Improve the SIR Web presence ...

- Create a Public Website ([wearesir.org](http://wearesir.org) now [sirinc.org](http://sirinc.org))
  - Improve “Global Search Hit” probability
  - Promote SIR’s Marketing Message
- Reorganize the Member Website ([sirinc.org/member](http://sirinc.org/member))
  - Highlight key messages to branch members
- Create a Marketing Page for all marketing material
  - Make it easy for branch access





- [Home](#)
- [SIR Activities](#)
- [What is SIR? ▼](#)
- [Where Is SIR? ▼](#)
- [Contact Us ▼](#)
- [SIR Members Area](#)

# Welcome to SIR!

SIR members, click [here](#) for branch and state information.



Live longer, live happier. Join SIR!



Search for:

[Home](#)

[SIR Activities](#)

[What is SIR?](#) ▼

[Where Is SIR?](#) ▼

[Contact Us](#) ▼

[SIR Members Area](#)

# Welcome to SIR!

SIR members, click [here](#) for branch and state

About us

- What Is SIR?
- Welcome to SIR Videos
- The SIR Organization



Live longer, live happier. Join SIR!



- [Home](#)
- [SIR Activities](#)
- [What is SIR? ▼](#)
- [Where Is SIR? ▼](#)
- [Contact Us ▼](#)
- [SIR Members Area](#)

Find a branch

- [Branches by City](#)
- [Map of Branches](#)
- [SIR Branch Websites](#)

# Welcome to SIR!

SIR members, click [here](#) for branch and state information.



Live longer, live happier. Join SIR!



Search for:

[Home](#)

[SIR Activities](#)

[What is SIR?](#) ▼

[Where Is SIR?](#) ▼

[Contact Us](#) ▼

[SIR Members Area](#)

# Welcome to SIR!

[Get in touch](#)

[SIR on Facebook](#)

SIR members, click [here](#) for branch and state information.



Live longer, live happier. Join SIR!

To attend an introductory luncheon at a branch near you, just fill in the form below. You won't regret it. We will respond as quickly as our volunteers can pick up your message.

**First Name \***

**Last Name \***

**City \***

Where you reside

**Email \***

**Phone**

**Who told you about SIR? \***

How did you learn about us?

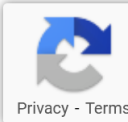
**SIR Branch that you are interested in**

If you already know about a nearby branch

**Activities that you enjoy**

Interests, hobbies, volunteer activities

or Call **(925) 331-0444** to leave a message







# Home Page for SIR Members

## Annual Meeting

SIR's annual meeting will be August 31, 2023 at 1:00 pm on Zoom. You will learn what's happening across SIR and elect state officers for 2024.



- [Agenda](#) and nominees
- [Join](#) the meeting on Zoom.
- [Help](#) with Zoom

### Running Your Branch

- [SIR Policies and Procedures](#)
- [SIR Leader's Guide](#)
- [Branch Schedule of Operations](#)
- [Branch Position Descriptions](#)
- [Branch Leadership Training](#)
- [Building Our Branches](#)

### Useful Links

[Forms](#)





- Marketing Resources
- SIR Branded Marketing Materials
- Recipe Cards for Branch Success

# Home Page for SIR Members

## Annual Meeting

SIR's annual meeting will be August 31, 2023 at 1:00 pm on Zoom. You will learn what's happening across SIR and elect state officers for 2024.

- [Agenda](#) and nominees
- [Join](#) the meeting on Zoom.
- [Help](#) with Zoom



- ### Running Your Branch
- [SIR Policies and Procedures](#)
  - [SIR Leader's Guide](#)
  - [Branch Schedule of Operations](#)
  - [Branch Position Descriptions](#)
  - [Branch Leadership Training](#)
  - [Building Our Branches](#)
- ### Useful Links
- [Forms](#)

## SIR Day at the Races



# Marketing Resources

Tools to help you promote your branch

format

Branded Materials	<a href="#">SIR branded marketing materials</a> that you can purchase, print, or post online
Recruiting Flyer	SIR Branded 8.5×14 Gate Fold (2021) <a href="#">Outside</a>   <a href="#">Inside</a>
Founder's Day Press Release	SIR was Founded July 23, 1958. Modify this <a href="#">press release</a> and send it to your local newspaper or online media. Learn more about the <a href="#">beginning of SIR</a> and its <a href="#">early history</a> .
Recipe Cards for Branch Success	All 49 recipe cards in <a href="#">PowerPoint</a> format (42 MB). Individual recipe cards in <a href="#">PDF</a> format
Attracting New Members	How Branch 95 attracts new members. <a href="#">Presentation</a>   <a href="#">Video</a>
Community Presentation	A ready-to-show presentation about SIR. <a href="#">PowerPoint</a>   <a href="#">PDF</a>

## Running Your Branch

[SIR Policies and Procedures](#)

[SIR Leader's Guide](#)

[Branch Schedule of Operations](#)

[Branch Position Descriptions](#)

[Branch Leadership Training](#)

[Building Our Branches](#)

## Useful Links

[Forms](#)

[Rosters](#)

[Branch Locations and Contacts](#)

[Branch Websites](#)

## Ways to Find Info Here

# SIR Branded Marketing Materials

Branded materials you can print or post online

SIR Community  
Presentation  
[PowerPoint | PDF](#)



SIR Branded  
PowerPoint  
Presentation  
Slides



SIR Brand Style  
Guide (2021)



[Video](#)

[Lato Font](#)

SIR Gate Fold  
Brochure (2021)  
[Download  
Outside |  
Download Inside |  
Purchase](#)



SIR Yard Sign 24" x  
18" (2022) [PDF](#)



## Running Your Branch

[SIR Policies and Procedures](#)

[SIR Leader's Guide](#)

[Branch Schedule of Operations](#)

[Branch Position Descriptions](#)

[Branch Leadership Training](#)

[Building Our Branches](#)

## Useful Links

[Forms](#)

[Rosters](#)

[Branch Locations and Contacts](#)

[Branch Websites](#)

## Ways to Find Info Here

Battery status: fully charged 100%

Follow the [menu](#)

# Recipe Cards for Branch Success

Leadership: [Cards 1-3](#)

Signage: [Card 4](#)

Brochures and Handouts: [Card 5](#)

Business Cards: [Card 6. Purchase](#) or [print](#) them.

Acquiring Members Through Activities: [Card 7](#)

Increasing Branch Activities: [Card 8](#)

Marketing Materials: [Card 9. Purchase](#) or [print](#) them.

All 49 recipe cards in [PowerPoint](#) format



## Running Your Branch

[SIR Policies and Procedures](#)

[SIR Leader's Guide](#)

[Branch Schedule of Operations](#)

[Branch Position Descriptions](#)

[Branch Leadership Training](#)

[Building Our Branches](#)

## Useful Links

[Forms](#)

[Rosters](#)

[Branch Locations and Contacts](#)

[Branch Websites](#)

## Ways to Find Info Here

[Follow the menu](#)



## **FOR IMMEDIATE RELEASE**

### **65 Years of Organized Activities for Active Seniors in Los Altos/Mountain View**

CALIFORNIA July 7, 2023 — SIR, Northern and Central California's largest social club for active senior men, will celebrate its 65th anniversary on their Founders Day, Sunday, July 23<sup>rd</sup>.

Established in 1958, SIR's sole purpose is to bring together active seniors with diverse backgrounds and common interests. The club encourages its 9,000 members to participate in an array of well-organized activities like golf, bowling, hiking, biking, book clubs and wine tasting to name a few. Each branch hosts a monthly luncheon often with a professional speaker on topics of interest like the environment, AI, travel, health, science, and many other topics.

Notably, SIR holds the distinction of being the largest organization registered with the Northern California Golf Association with over 60% of its members participating in local weekly golf outings and state-wide tournaments.

There are over 85 non-profit branches individually registered with the State of California. **Locally, Branch 5 (Mountain View), Branch 35 (Palo Alto/Los Altos) and Branch 51 (Los Altos Hills) collectively have over 400 members. They meet separately for lunch on either the first (Br 51), third (Br 35) or fourth (Br 5) Wednesdays of each month.**

To learn more about SIR, its mission, and how to participate, watch the short video introduction at [https://youtu.be/J8U\\_Btkz5a0](https://youtu.be/J8U_Btkz5a0) or see the website [WeAreSir.com](http://WeAreSir.com) where you can also send a message with your specific questions. Check out local branch locations and websites at <https://sirinc.org/branch-locations>.

You can join a branch and help us celebrate 65 years of uniting in friendship and participation and embark on the journey to enrich the lives of senior men.

