

SIR Town Hall Meeting

August 19, 2020 – 10:30 to 12:20

Held by ZOOM



Agenda

- **Review of ZOOM Meeting Ground Rules**
 - Mark Stuart
- **Report on Building SIR's Public Image and Marketing Effort**
 - Mary Odbert – Principal, MCO Associates
- **Report on Additional Findings to be Addressed by SIR**
 - Ed Benson
- **Report on SIR's Recent All-Member Survey**
 - Ed Benson
- **General Question and Answer Session as Time Allows**
- **Drawing for Five SIR Polo Shirts**



SIR, inc. Image & Marketing Plan



Goals

1. Increase awareness of SIR in the community
2. Increase guest counts
3. Attract younger prospects to SIR membership

Key notes about this plan:

- Long term plan
- Marketing is not sales
- Image creation requires branding

Planning Process

- Review information from SIR
- Discuss situation needs with Task Force
- Conduct interviews with a sampling of SIR State and Branch officers
- Review online data available relating to SIR, potential members, other organizations and seniors
- Conduct survey of members

Brand Image

“A brand is the ideas, the memories, and the feelings evoked every time someone thinks of you.

When those mental pictures make the associated product or service more salient, more interesting, or more compelling than the alternatives, they create real value.”

— Harvard Business Review

Brand Image Comes Across in:

- What we say
- How we say it
- How we show it



deals

Lower prices & great deals on top school supplies

Scale 50¢	Scale 69¢
Scale 99¢	Scale 1.49

Drive up. Drive on. Always free. No signature required. Only available in the Target app.



Categories Deals What's New Same Day Delivery Search

You're shopping (closes at 10pm): Sacramento East

Registry Weekly Ad RedCard Gift

Want an even more rewarding Target run? Join **Target Circle** for free. Get access to 100s of deals, plus help Target support your community. No annual fee.

Maximum style, minimum spent

Find college favorites at prices you'll love.

College Must-Haves





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Search

ex: heart disease

Search

Order American Heart



SIR HAPPENINGS

Volume 16

Issue

Members Through Fun Activities and Events—While Making Friends For Life

Get Hobby out of the House

I wish I could get

be I did best him

SIR
SOCIAL ACTIVITIES FOR MEN

The Social Organization for Men

Enter Text

SIR
MAKE FRIENDS FOR LIFE

Enter Text
Enter Text
Enter Text

Live longer and happier

Escape Your Lock Down Loneliness

Live Longer, Live Happier, Join SIR!

SIR a social activities group for men.

Is SIR the Key to your escape ?

Golfing, Hiking, Walking now underway!

Wine tasting, book reviews, investments and computer events online now!

Coed events too.

www.WeAreSIR.com



- Home
- About SIR
- Branch Info
- Region and Area Info
- State Info

Home

Home

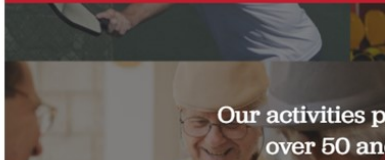
During the Coronavirus pandemic, please follow government guidelines and keep in touch via Zoom, telephone, and newsletters. Use directions provided to branches by SIR State regarding planning and startup of luncheons, activities, and events. President Benson's communications are here.



Meanwhile, communicate with Zoom! Information and assistance are [here](#).

Keys to Branch Success

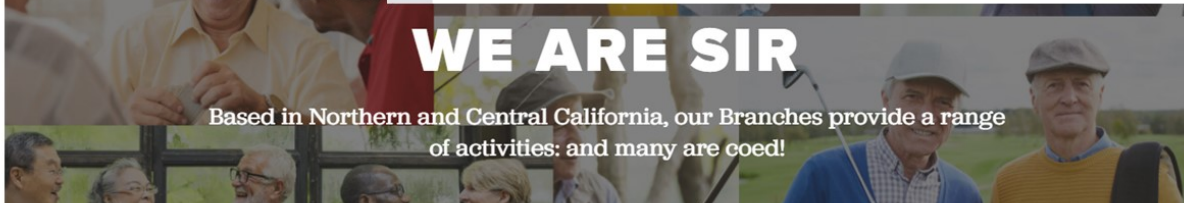
- [SIR Leader's Guide](#)
- [RAMP Toolkit](#)
- [Building Our Branches](#)
- [Schedule of Operations](#)
- [Membership Form 27](#)
- [Personnel Form 20](#)
- [Cash Report Form 28](#)



Our activities provide fun for over 50 and over 60 year olds.

WE ARE SIR

Based in Northern and Central California, our Branches provide a range of activities: and many are coed!





Consistency and Repetition

What You Said

Friend, Friendly, Friendship
Activities/Social

Fun

Branding through Messaging

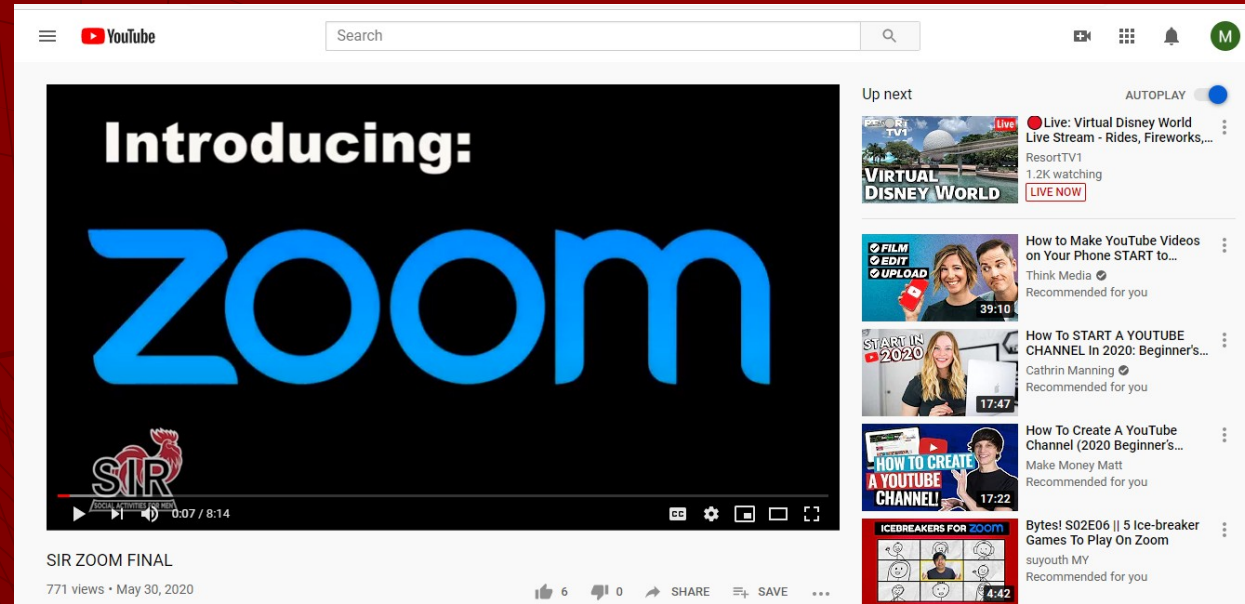
Key messages keep everyone on message. They minimize the flow of words and ideas going to people about SIR and hone it for effectiveness.

1. SIR helps men thrive mentally and physically through activities, making friends and having fun.
2. SIR is for men who want live longer and healthier by joining in fun, low cost activities with friendly people.
3. Visit WeAreSIR.com to join us for a free lunch at our monthly meeting.

Visual Branding Steps

1. Update and apply branding to redo several of the items critical to the image and outreach plans for SIR. Those items are:
 - a. Happenings
 - b. One brochure
 - c. One rack card
 - d. Vertical banner
2. Provide direction on how to keep the brand consistent through a simple brand guide.
3. Work with SIR state to communicate the use of the brand materials to the chairs, committees and Branches.

YouTube Channel



- **Utilizes skills and activity you already have**
- **Uses an online platform at is #2 for your members and 73% of adults in the U.S. use**
- **You can engage and provide value through YouTube**

Media Relations

Benefits

- Reaches your target
- Automatically gives you importance
- Will deliver your message
- Helps create and reinforce image



Planning

- Create a template for releases
- Pitch stories and send releases to the media
- Provide a how to to Branches and train those who want to be trained

Social Media

- Affordable
- Effective
- 45% seniors under the age of 75 (2016 Pew Research)



The Plan

- Encourage those on social media to engage, comment and share
- Increase postings by scheduling some of the posts
- Use posts to increase interaction and engage people

Community Outreach & Speakers' Bureau

- Building relationships in the community
- Utilizing shared interests
- Educating about the benefits of SIR

The Plan

- Create a Powerpoint for use in presenting to groups
- Reach out to community organizations to see how you can benefit each other

Online Advertising

Allows you what the big spenders get without the big money.

- Targeted delivery
- Repetition of messages
- Control of messages
- Less expensive

- The Plan
- Facebook
- Nextdoor
- Google



Direct Email

- The benefits of direct mail without the expense
- With direct email we can send a message more than once
- Can be very specific with target
- Can be very specific with message
- Someone else handles the details

The Results

Refined visual and verbal messaging – branding

Growth in the number of people and organizations with whom you have a relationship

Delivery of your message

- In a target manner
- Repetitively
- Consistently

More guests who can become members

Timeline

Step one: 2-3 months

Step two: 3-8 months
(this is a 6 month of activity in the
community)

Nine months and on: don't stop!

Estimated Costs

Function (prices are estimates and subject to change)	One time (as completed over months)	Monthly
Branding*	\$4,050.00	
*This cost may change as we formalize needs		
Messaging issues	\$1,500.00	
Create a YouTube Channel	\$ 375.00	
Media relations	\$ 925.00	\$ 1,250.00
Social media engagement promotion	\$ 250.00	\$ 375.00
Community Outreach/Speakers' Bureau	\$ 3,000.00	
Online Advertising (paid direct by SIR)		
1. Facebook: \$1 per day (\$30), per campaign (\$90/mo) for 6 months to Facebook		\$ 90.00
2. Nextdoor: (\$100 for 6 months to Nextdoor)		\$ 100.00
3. Google (Cost varies based on key words. Best estimate of \$300 to be paid to Google)		\$ 300.00
Management/ad messaging fee for start up	\$ 250.00	
Email Direct (three emailings)	\$ 6,861.00	
Total of columns	\$17,211.00	\$ 2,115.00

Questions?

Suggestions Based on Other Findings

To retain the fun and maintain the image we are building review the following internal areas

- Consistent guest treatment
- Engage members regularly especially first year
- Maximize welcoming and fun
- Continuously recruit; employ the “I’m Doing My Part” program
- Encourage longer terms and fewer positions for leaders to minimize number needed and the replacement frequency
- Utilize current member email list to reinforce positive messages and have consistency from state in delivering messages
- Engage members in Branches not using Zoom

All SIR Survey Results and Observations

- Survey Participation:**

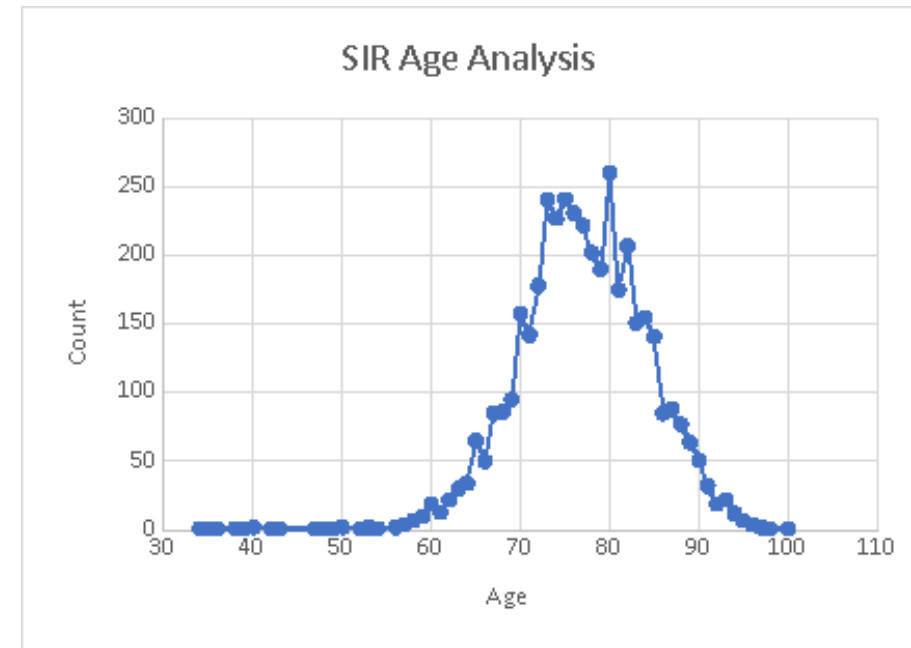
Action	Number	Percent of Mailed Surveys	Percent of SIR Members (~13,300)
Emailed	10,610	N/A	79.7
Undeliverable	446	3.9	N/A
Opened	6810	67.0	N/A
Viewed Survey	4871	47.4	36.6
Completed Survey	4212	41.4	31.2

- Good response rate, need more email addresses**

All SIR Survey Results and Observations

- Survey Respondents' Age Demographics:**

Lowest Age Reported	34
10th Percentile	67
25th Percentile	72
Median	76
75 Percentile	81
90th Percentile	85
Highest Age Reported	100



- 25% below 72, 25% are 81+, 15% are between 81 and 85**
- Life span of American Caucasian males is about 75**

All SIR Survey Results and Observations

1. How Long a Member?

Answer	Percent
Less than 5 years	34.7 %
5 to 10 years	29.3 %
11 to 15 years	17.8 %
16 to 20 years	10.1 %
21 years or more	6.6 %
No Response(s)	1.3 %

2. Why join SIR?

- **Variety of activities, interesting luncheons and keeping active**
- **Respondents under 65 were looking for activities, staying active and finding new friends**
- **In the large Branches (181 or more members), variety of activities was a more important than interesting luncheons**
- **Respondents under 70 significantly found activities a higher reason for joining than luncheons**
- **As respondents age, lunches take on increasing importance**

3. Favorite activities?

- **The top 5 are golf, followed closely by dining out, then travel, computers and wine tasting**
- **Respondents under 75 play golf significantly more frequently than any other activity**

4. Ever participated in other groups or activities?

- 55% participate(ed) as **nonprofit/event volunteers**
- 33% participate(ed) in **service clubs** or a **nonprofit board/event committee**
- **About 80 % of the respondents either had belonged or currently belong to an outside group or activity**
- **Respondents in larger Branches are/have been more likely to volunteer for a non profit or charitable event**
- **Respondents in small markets are significantly more likely to participate/have participated in outside groups and activities**
- **Respondents in smaller Branches are/have been more likely to be members of service clubs**
- **There is no particular outside group frequented by the under 65s**

5. Does your/has your spouse partner participated in other groups?

- 51% of respondent's spouse/partners **volunteer(d) for a non profit or an event**
- 42% of respondents' wives/spouses belong(ed) to a woman's organization
- Respondents' wives/spouses were less likely to participate in any of these types of groups than their partner
- Spouse/partners in small markets are significantly more likely to participate/have participated in outside groups

6. Do you use any of these online services?

- Facebook and YouTube are likely to be viewed slightly more often than monthly
- NextDoor is typically viewed monthly
- Younger respondents are more likely to view Facebook and YouTube more frequently than those older

7. Does your spouse/partner use any of these online groups?

- **Facebook is viewed most frequently by spouse/partners followed by NextDoor and YouTube**
- **Spouse/partners use Facebook more frequently than their partner**

10. How do you rate your SIR Experience

1 = Take It or Leave It, 2 = It's OK, 3 = Very Enjoyable, 4 = Couldn't Live Without It

Rating	1	2	3	4
Percent Response	3	20	73	4

- **Almost 80% are very satisfied**
- **23% percent indicated that there are significant Improvements that could be made.**

All SIR Survey Results and Observations

12. When restrictions end, how likely are you to...

Answer					No.	Rating Score
	1	2	3	4		
Refer friends and acquaintances to SIR?					3916	2.9
Attend the Branch luncheons?					3916	3.5
Participate in Branch outdoor activities?					3916	3.0
Participate in Branch indoor activities?					3916	2.6

All SIR Survey Results and Observations

13. Are you familiar with SIR's four member expectations?

Answer	Percent
Yes	41
No	21
Not Sure	37
No Response	1

60% are not familiar with them or not sure of what they are

All SIR Survey Results and Observations

14. Will you devote extra effort to increase SIR's membership?

Answer	Percent
Yes	36
No	18
Not Sure	45
No Response	1

Responses are similar to Member Expectation awareness
“No’s” correlate with age; older = less willing

All SIR Survey Results and Observations

- **OK, who has questions regarding the survey?**
- **Do we have time for other questions?**
- **Conduct the free polo shirt drawing**
- **Adjourn the Town Hall meeting**