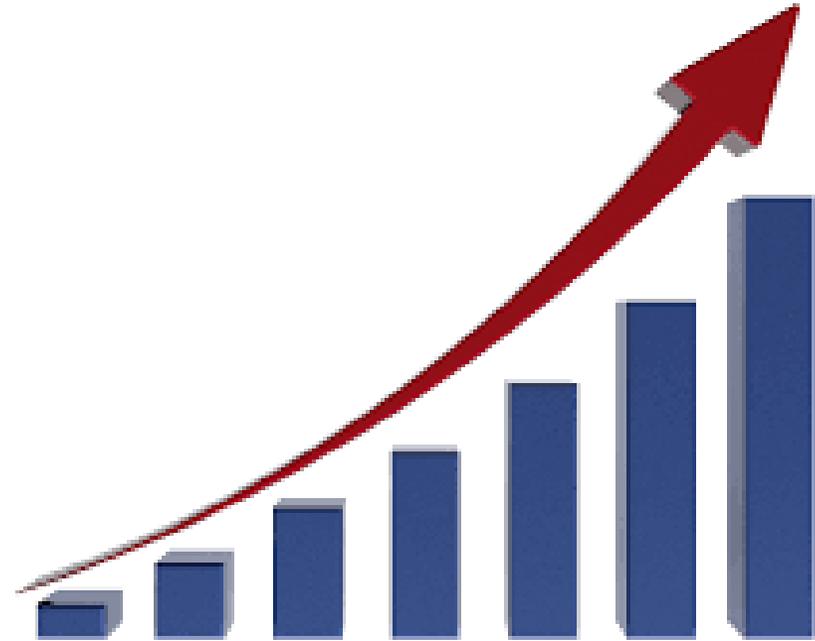
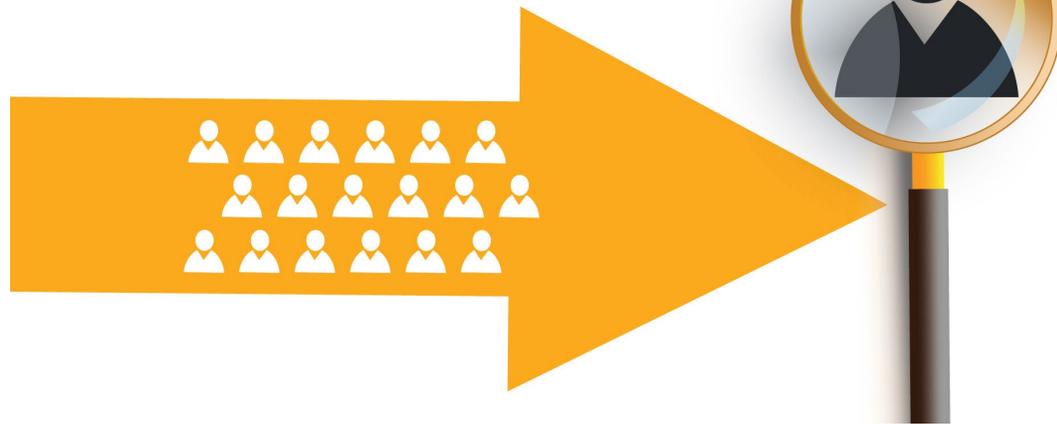


SIR Membership Growth tracks Local Visibility

**Visibility and
Exposure**



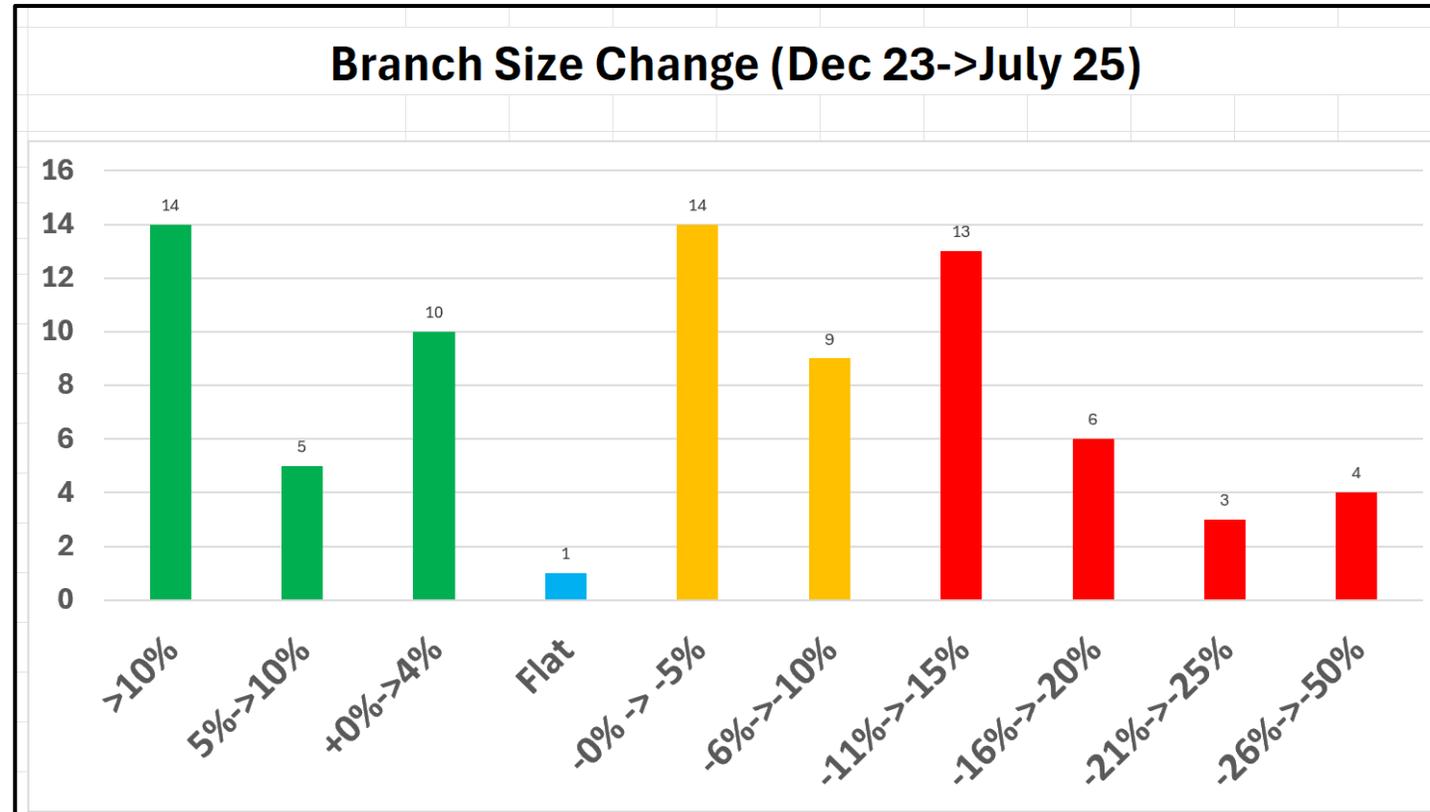


SIR's On-going Challenge

Increase the # of Growing Branches

of Branches

- 29 Growing
- 1 Flat
- 23 Fading
- 26 Failing



Percentage Growth Bands



SIR's On-going Challenge

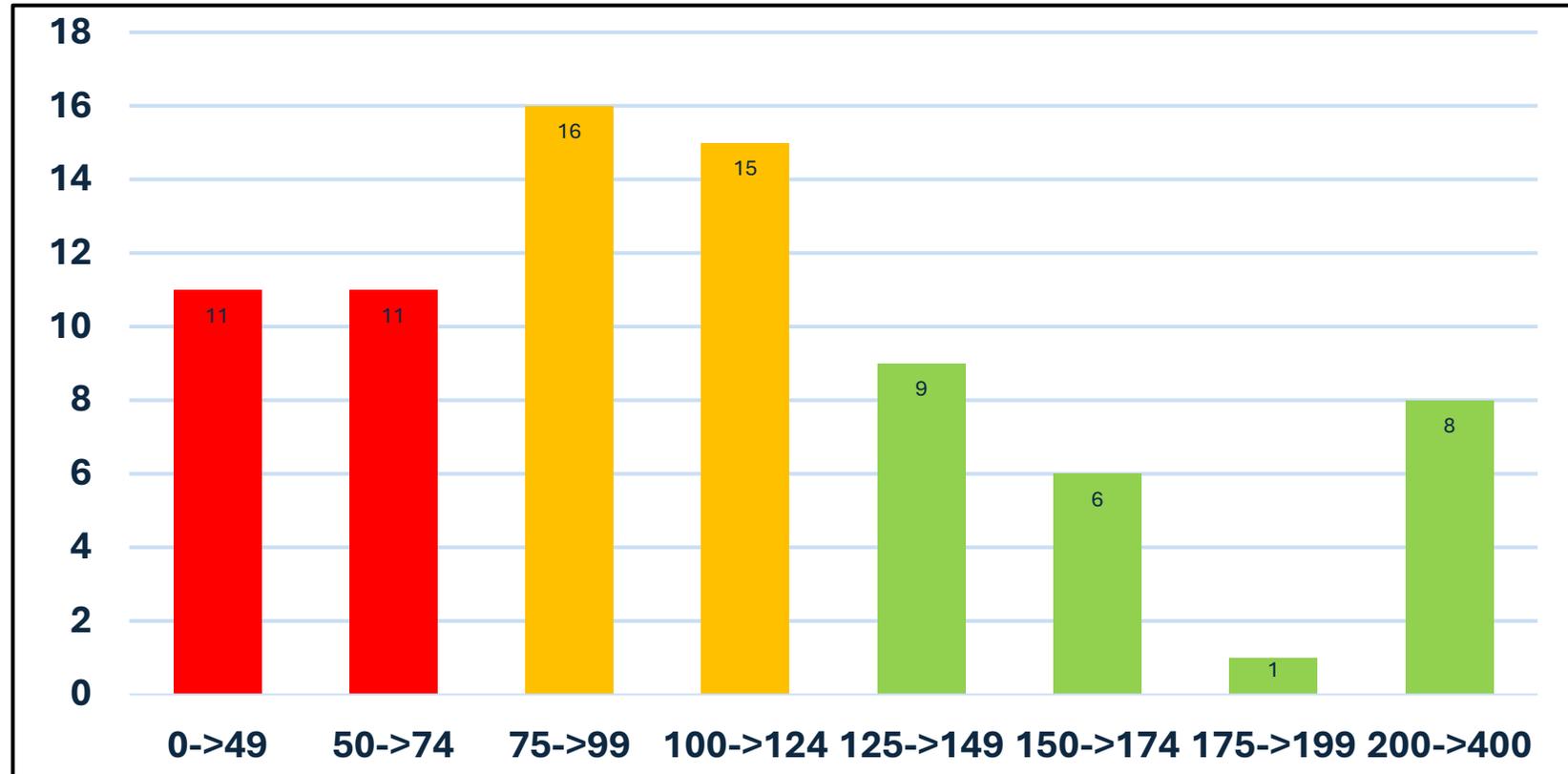
Encourage Branch Sustainability

Branch Size

24 >124

31 75->124

22 <75



Branch Sizes in Bands of 25



SIR's On-going Challenge

Lower the Median Age to find Leaders

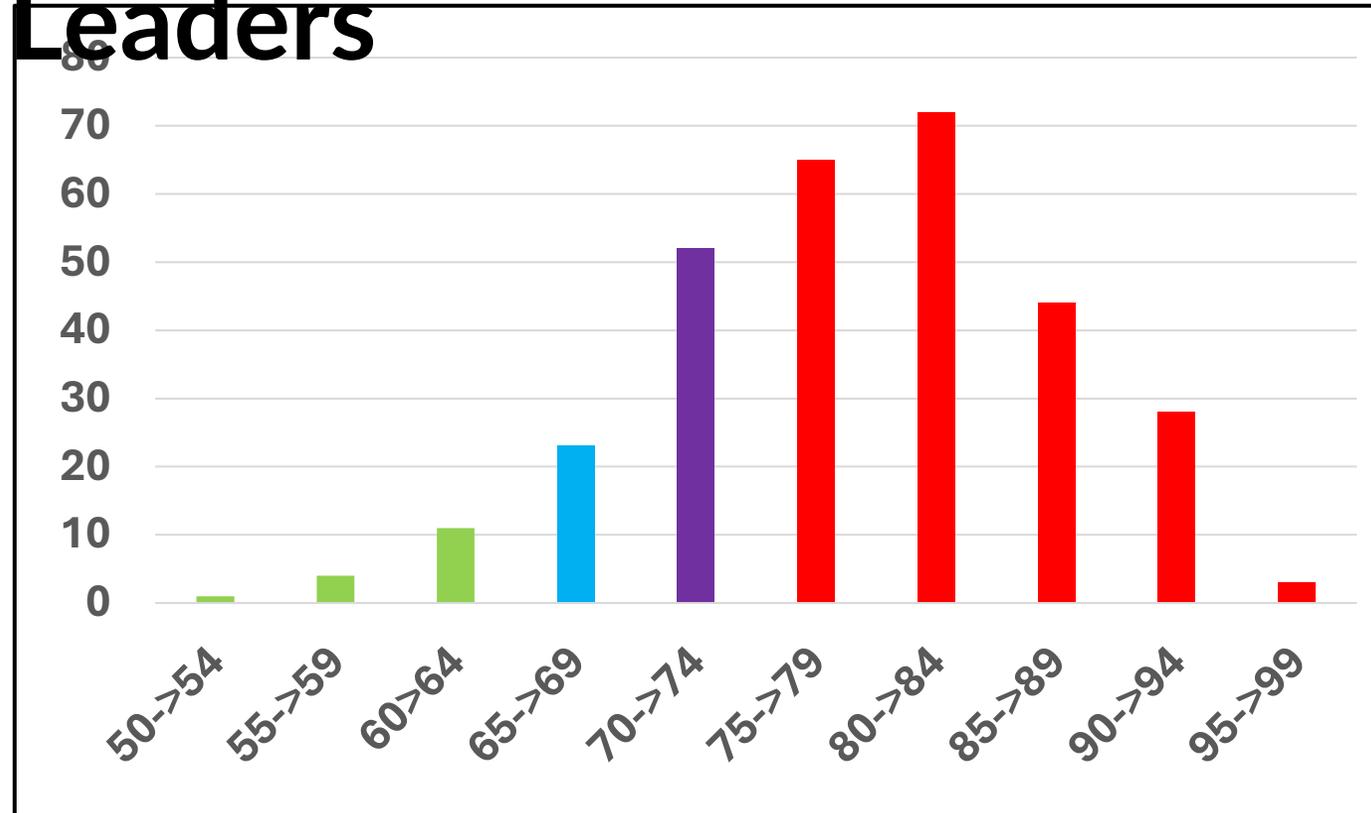
In Br 35 Member Ages

16 < 65

23 65 to 69

52 70 to 74

212 75 to 99



5 Year Age Bands



To Survive SIR Must **Attract Branch Leaders**

- **Attract Younger Members to Join**
- **Encourage New Members to Volunteer**
- **Identify & Mentor New Volunteers to Lead**
- **Make Leading Rewarding & FUN**



To Survive SIR Must Increase Branch Focus

- **Make Membership Growth a Priority**
- **Attract Energetic Leaders**
- **Form a “Young Guns” Committee**
- **Develop a “Local Visibility” Plan**
- **Staff and Fund the Plan**



To Survive SIR Must Change Member Energy

12% - Sponsored 1 New Member

7% - Sponsored 2 New

Members

3% - Sponsored 3 New

73% - Have Never sponsored a New

Member



Use Existing SIR Material



Apparel, Hats, Jackets, etc.

Tee It Up!
Join SIR & Play Lots of Golf

SIR is Northern California's largest men's MGA organization. Over 50 SIR Branches in Northern and Central California have golf programs for all levels of golfer. SIR, a men's social club, provides many additional activities for members to enjoy.

Ask about Golf Guest Days!

SIR
SOCIAL ACTIVITIES FOR MEN

For general inquiries or to check out the programs available, visit the SIR State website: WeAreSir.com or the golf information site at: SIRnet.org/golfinfo.

Enrich Your Life

Forge friendships. Join activities. Have fun.

Branch Name: _____
Branch Website: _____

WeAreSir.com

SIR
SOCIAL ACTIVITIES FOR MEN

Enrich Your Life

Have you ever thought, I want to do that, but didn't have someone to do it with? Have you ever just wanted to get out, but had nowhere special to go?

SIR is your answer:
For over 60 years, SIR has provided opportunities for active senior men to enjoy activities with friends, both old and new.

SIR is a social club for men, with over 100 Branches in Northern and Central California.

Our Branch welcomes your participation in our activities. Come have lunch with us! Our treat. Contact our Branch representative to RSVP and get the date, time and location.

In addition to our monthly lunch, our activities include:

Our Branch contact information:

To learn more about SIR and other branches visit the organization website: WeAreSir.com.

SIR
SOCIAL ACTIVITIES FOR MEN

For general inquiries, SIR State can be reached through the website: WeAreSir.com or have a virtual call at (925) 351-9444. SIR is nonprofit, 501 (c) (4) and is nonpolitical.

THE BEST TIME OF YOUR LIFE IS NOW!

Don't Miss a Minute

SIR
SOCIAL ACTIVITIES FOR MEN

SIR Golf Rack Card

TRAIL TIPS

Sons in Retirement, Inc. Mission Trail Branch 35 Los Altos, California

Branch 35 web site: www.sirsir.org/branch35/

May 2020

— NEXT MEETING —
3rd Wednesday, May 20, 2020
Business 12:30pm, Program 1:00pm
Via ZOOM WEBINAR
Zoom instructions will be sent via email before the meeting.

PROGRAM
Speaker: Carl Guendlin, CEO Silicon Valley Leadership Group
Topic: "Past Changes and Future Challenges"

Our May speaker will be making us presentation using the Zoom Webex technology. You will receive complete instructions on how to join the meeting online.

It is a joy thing that our first online SIR meeting using technology developed just here in Silicon Valley. Indeed, Carl Guendlin, CEO of Silicon Valley's most distinguished business and community leaders, The Silicon Valley Leadership Group was started by David Prescott and George "Warner" Warner, of over 100 companies to address matters of public policy in the valley, California and the world. For 22 years, Guendlin has served as CEO of the charitable foundation group providing mentoring through a many diverse areas of involvement. This summer he will be moving to a new challenge.

Power throughout the region as a consensus builder, Guendlin has often played a number of successful roles in various capacities, especially in the business, technology, and economic development sectors.

The Big Sir Says... ZOOM

I hope you remember how you all felt and healthy. It is the very strange situation. Please, don't just walk the dog and drink in our yard and garden, but take a walk all over our outside "front yard". The way we assemble now is virtually over the internet using ZOOM. Give the many requirements to get the most out of our Zoom meetings. You will receive complete instructions on how to join the meeting online.

Yes, we had an of October morning golf gathering, but at the golf course that is the better with some of the completed, starting the week's events or Fall's new "think out of the box" idea. It includes a brief SIR presentation, and individual family presentations for members. The "Big Sir Says" topic is held in front of the computer. Read about: www.sirsir.org web info.

Branch 35 has some special "top" Your Branch Executive Committee has had an event meeting on July 1st at the end of the committee of 10 members elections. The Branch Chairman and co-chair books online. Even though across the Bay Ball Fielding are some golf courses are now virtually. By the way, the computer's busy appear and all done in front of the screen. Meeting online with friends "this year". The way to follow the club, even all your family assure to the new it was before the pandemic.

Our next business meeting is scheduled for 12:30 pm on May 20th - virtually. You will be the first, then we will have a virtual meeting. Let's meet on Zoom and bring the good weather and your Month. We're hoping to continue presentations, our business meetings with the same web online with an expert meet face-to-face. Join the group! For to assist you in the future of SIR in our Zoom and in technology. Here is the link to joining. We are waiting you to join us on Zoom to continue.

Branch Newsletter



SIR Video

Why Join SIR?

Your local membership gives you access to a wide mix of activities and events, which may include golf, poker, bowling, bridge, dining out, barbecues, bocce ball, hiking, cooking classes, wine tasting, RV-ing, pickle ball, walking and travel. Each SIR Branch is unique and personalized based on the members' interests.

Members enjoy access to additional regional events, such as:

- Golf & Bowling Tournaments
- SIR's Day At The Races
- Professional Sporting Events

Discover how much fun you can have:

- Sharing a meal
- Joining in activities
- Forging friendships
- Embracing life

JOIN TODAY!

SIR has improved my life beyond my expectations. I always have something fun planned and interesting friends to do with them. I highly recommend joining SIR.

— Dave Gonzalez

SIR
SOCIAL ACTIVITIES FOR MEN

SIR Informational Tri Fold Handout



Participate in Community Events



Mtn. View Art & Wine Festival 2025

- Volunteers to work in pairs for two hours between 11am-5pm on Saturday and 10am-4pm on Sunday
- Volunteers to be scheduled once we have the final count.
- Ron to order give away items, loop SIR videos and check for small pop up to fit in 6' by 6' area.
- Scott to test how long his battery generator will power a monitor.
- Scott will collect all items prior to the event and set them up on Saturday at 11am. These items include small popup, table chairs, posters, business cards, rack cards, putting mat, putter, balls, Giveaways, computer, monitor and power.
- Scott can also pick the items up on Saturday at 5pm and set up again on Sunday at 10am.
- Pick up of items at 4pm on Sunday to be discussed with volunteers



Appear in Social Media



 **Nextdoor**



Nextdoor has made an announcement about its new design features with fancy... [See more](#)

 Carol Rogers

 4  1  Share

  **R** Robert S. & 3 others replied

[View post](#)



Have a Leader Recognition Program



2025 New Member Tally - Sponsors

Jim Thorne - 3 points



Bill Mack - 2 points

Bob Moss - 2 points

Dan O'Brien - 2 points

Ken Cornwell - 2 points

Larry Wall - 2 points

Rick Wheat - 2 points

Sam Im - 2 points

Tim Topole - 2 points

Plus 9 other members with 1 point each

Award Program



- Copper – 3 points
- Silver – 5 points
- Gold – 7 points
- Platinum – 9 points

New Members thru August: 25



A Survival Action Plan

Policy 15 – Branch Strategy



1. Improve Website – Make visually attractive
2. Use Existing Promotional Material
3. Participate in Community Social Event
4. Increase Digital Media Presence
5. Implement a 3 G Plan (Great Ground Game)
6. Implement a leader recognition plan



Increasing SIR Presence

2025 Pilot Plan



- Pilot Print ads in Central Valley, San Mateo and Los Altos/Mt View
- Nextdoor promotions from several branches
-
- NCGA digital eMail promotions NorCal-Wide
- Postcard promotions to gated communities in “Gold Country”



SIR County Promotion Plans



- **Print in Local Papers**
 - Three Months Minimum
 - Multiple Columns
 - Every Other Edition
- **Regional Magazines**
- **Website e-Editions**
- **Nextdoor**



Enrich Your Life.

WEARESIR.COM



Embrace the Lifestyle

SIR can add years to your life and life to your years.
Make new friends and be social. **Re-discover**
Activities you once enjoyed
by joining SIR!

Golf, Bowling, Monthly Luncheon, Couple Dine Out, Wine Tasting,
Travel, RV Outings, Book Swap, RC Flying, Fishing Chess and much more.
Branches near you, AREA CODE 209

Modesto 103,
Juan Salinas,
605-6762



SIR103

Turlock 143,
Roger Jackson,
658-2673



SIR143

Modesto 144,
Fernando Gonzales
545-1526



SIR144

Lodi-Stockton 145
Juan Ochoa
481-5325



SIR145

SIR County Pilot Promotion Plans



Modesto m-View (February edition)



Meet Us On The Tee



Balls Are On Us



One of Many Recreational and
Social Activities for Men

For more information:

Frank Schwarz • 650-267-6037 • fslefty@gmail.com • sirinc2.org/branch1





Welcome to SIR in San Mateo County

Thanks for your interest in SIR and branches nearby!

SIR is a non-profit organization of over 8,000 active seniors in over 80 branches in California. We bring together individuals with common backgrounds and interests to participate in well-organized indoor and outdoor activities. While participating we make new friends for life.

Research shows that this type of increased physical, mental, and social engagement will enrich your quality of life and extend your life by years.

We have something for everyone: [Golf](#), [bowling](#), [bocce](#), [pickleball](#), [hiking](#), [book exchange](#), [poker](#), [travel](#), [investing](#), [technology](#), [wine tasting](#), and monthly luncheons with interesting speakers.

To Learn More about us:

- Enjoy [this 2-1/2 minute video introduction](#) to SIR.
- Visit our [state website](#).
- For information about branches in San Mateo County, call Bill Brown at 650-xxx-xxxx. Or fill in the form below and Bill will get in touch with you.



Promote SIR with Consistency



SIR Slogan: Social and Athletic Activities for Men

Who We Are: SIR is a local club for adults with well run indoor and outdoor social and athletic activities including monthly lunches with speakers. Our members are like you with similar interests and experiences.

Research Shows: Joining social organizations like SIR has proven to increase your longevity

Enrich Your Life
Make Friends for Life
Join SIR Today



SIR State Marketing

1st Half 2025 Efforts



- Visit and document branches successfully adding new members
- Promote need for increased visibility in local areas
- Gain agreement with the branches to split promotional cost
- Work with Area 13 and 18 Reps to help branches do promotions
- Work with the branches to handle responses generated centrally
- Update marketing material on SIRInc.org



SIR State Marketing

2nd Half 2025 Efforts



- Update and Promote State developed promotional material
- Create a useful marketing plan template with success stories
- Support the Area Reps to help the branches gain local visibility
- Support local advertising (Streaming) and social media (Nextdoor)
- Implement a Post Card Direct Mail effort in Area 3 (Branch 13)
- Encourage branches to support a centralized SIR promotion effort

What motivates Baby Boomer – IIs (Ages 60 – 69)

1. **Youthfulness:** Boomers believe that youth is a mindset rather than a chronological age
2. **Knowledge:** As lifelong learners, they have a strong desire to expand their understanding
3. **Reinvention:** Boomers are open to making significant life changes, embracing new experiences
4. **Creativity:** Creativity is a vital aspect of their lives life.
5. **Bucket-listing:** They actively pursue experiences they've long desired
6. **Self-actualization:** Boomers focus on reaching their full potential, gaining wisdom
7. **Community:** Valuing connections, they lean towards forming and strengthening communities
8. **Politics:** They aim to influence public policy and shape the nation's future.
9. **Purpose:** Inclination to give back, find new missions in life, and engage in meaningful activities
10. **Legacy:** Boomers are interested in creating a lasting impact and find happiness in generosity and volunteering.



Come Join the Fun!



Q&A



Two Tracks One Mission One Vision of the Future



Men's Selective Social Club

- Damian's Model
- Personal invite
- No Visibility



Senior's Community Activities Club

- Community Wide
- On-Line Applications
- Recognized & Known