



# Communicating With The Community

## Brochures/Handouts

Handouts or brochures can provide significant community visibility.

Brochures generally emphasize Branch activities and include photographs which convey how fun and enjoyable it is to be a member of your branch.

Handouts can focus on a single activity or more generally, again emphasizing fun.

This type of marketing material can typically be placed in a number of community locations. From community centers to retail stores to community events and programs. Their uses are limited only to your creativity.



Available at the State SIR Website  
SIR Branded Marketing Materials



# Communicating With The Community

## Brochures/Handouts

This handout is being used by Branch 65 in Napa.

Looking at the handout, you immediately see the branch activities and the how much fun one can have being a member of the branch. There is a suggestion to ask for a brochure to get more information.

Handouts/brochures have successfully attracted new members.

For more information on the use of handouts/brochures, you can contact Jerry Stabile of Branch 65 at [j\\_stabile@yahoo.com](mailto:j_stabile@yahoo.com).



**MAKE NEW FRIENDS**      **GREAT ACTIVITIES FOR MEN & THEIR FAMILIES\***

**Join The Fun !**  
**NAPA SIR BR.65**

**WEEKLY GOLF** (NON LEAGUE)      **FUN WALKS\*** (AROUND TOWN)  
**POKER** (LOW BUY IN)      **BOWLING\*** (LEAGUE & OPEN BOWLING)  
**DINING/BREAKFAST GROUPS\***  
**MONTHLY LUNCHEONS**  
**WITH INTERESTING SPEAKERS**  
**GAMES AND MORE**

**SIR SESSIONS** (AMATEURS PLAYING MUSIC FOR FUN)  
**BOCCE (LEAGUE\* & OPEN PLAY)**

**NEW ACTIVITIES CREATED BY OUR MEMBERS**  
(WITH ACCESS TO MORE ACTIVITIES IN OTHER SIR BRANCHES)

**SIR IS A STATE WIDE NON PROFIT ORGANIZATION AIMED AT KEEPING MEN ACTIVE, SOCIAL AND HEALTHY.**

WE ARE NOT AFFILIATED WITH ANY POLITICAL, RELIGIOUS OR FUND RAISING ORGANIZATIONS

**ASK FOR A BROCHURE!**