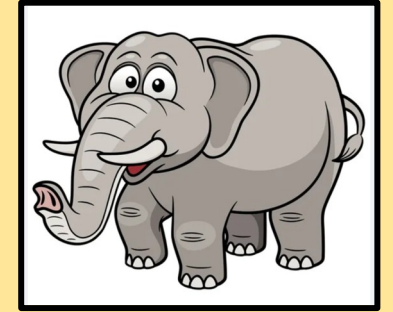


- **All Hands on Deck Meeting**
- **Wednesday June 26th**
- **Zoom at 2pm**



Who We Are:



Mission

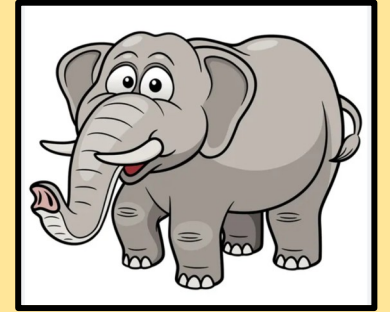
Enhance the lives of our members through fun activities, special events, and lunches while forging friendships that last a lifetime.

Vision

Be the best active seniors organization in Northern and Central California promoting physical, mental, and social engagement which research shows will improve our quality of life and longevity.



So how do you look at SIR ?



Every branch is different reflecting its community and current leadership.

Every Area is different reflecting its branches' personality and geographical dispersion.

So can we agree on what SIR is or ought to be?



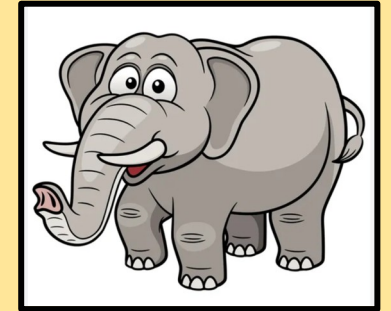
But We Are:

- Almost invisible in our communities
- Understaffed and underfunded
- Lacking new leadership
- Getting older
- Losing members at 4-7% per year
- Merging or dissolving 2-5 branches every year





So Where is SIR Going?





We Need To Change Direction

It's 2024 - We need to ask:

- Do our communities still need an organization like ours?
- Who are perspective new members?
- Do they know about us?
- Does our present name resonate?
- Is our logo dated?
- What about titles of Big and Little Sir?



Questions being asked at State SIR

- Is SIR's raison d'être [attractive to today's individuals](#) with leisure time
- Are our incorporation documents reflective of the times
- We are race and faith neutral – should we be age and gender neutral
- Are our name and logo reflective of who we want and need to be
- Are our position titles meaningful today or dated and funny
- Who manages State SIR and its branches when no one volunteers

More State Questions...

- Are we too “heavy handed” with unwanted “Rules and Regulations”
- Is our business model (parent with many children) still viable
- Are SIR’s “parent” services still wanted and needed by the “subsidiary”
- For what services is a branch willing to pay State SIR to deliver
- Should State SIR hire outside help to meet branch wants and needs

Questions Branches should be asking

- How visible is our branch in our community – do we care?
- What have we done lately to attract prospects – important to us?
- What is more important to our members: lunches, activities, events?
- How successful have we been attracting new BEC members?
- Do we have a succession plan for all key positions in our branch?
- For what do we look to State to provide – Anything?
- What if State was to go away – where would we get their services?

A few of the details and issues:

SIR as an organization is at a Fork in the Road

- 36% of the branches are growing in membership - year to year
- 36% of the branches are slowly declining in membership
- 28% of the branches are rapidly declining in membership

Many Branches are “stand alone” organizations

- Up to 40% don't open State eMails or attend State functions
- Most are unaware of State resources or content on State website
- Attempts to follow State marketing guidelines or designs vary
- Few have interest in collaborating with other branches
- Many are slow to send in legally required documents
- Most hold State SIR at “arms length”



The Road Not Taken

By Robert Frost



This poem talks about having to make a decision when coming to a fork in the road – SIR is at the Fork

So what are SIR's Alternatives ?

1. Keep on the same declining path with fewer branches and members.
2. Aggressively promote a new image to improve visibility & attractiveness.
3. Create a 501 (c) (3) organization, seek funding, hire leadership and promote SIR digitally and in local media to gain visibility and growth.

SIR's "Breaking Glass" Actions #1



Easy to Do

- Change the organization's name and logo to better reflect our vision and purpose.
- Change the local organization's name from "Branches" to "Chapters".
- Change chapter officer titles from Big Sir to President and Little Sir to Vice President.
- Promote the slogans "Enhance Your Lifestyle" and "Friends for Life" in our local communities to raise the chapter's visibility and improve the % of the target audience (active adults with leisure time) to join a chapter.

SIR's "Breaking Glass" Actions #2



Harder to Do

- Make clear the right of "State" to set the strategic direction of the organization and enforce chapter Charters and By Laws including timely submission of government required information on Forms.
- Make State's websites more attractive and fix the bad chapter websites to positively promote the organization.
- Attract new members who are enthusiastic about putting in the time and effort to lead their chapters.
- Attract chapter leaders to participate in State leadership roles.

SIR's "Breaking Glass" Actions #3



Needs More Research & Time Consuming

- Change the corporation's tax status from 501 (c) (4) "Social Welfare" to 501 (c) (3) " Non-Profit Benefit" which makes donations tax deductible.
- Update By Laws to reflect an organization which is race, religion, gender and age neutral.
- Seek grants from California and foundations to fund projects to promote and grow the organization without impacting member assessments and branch dues.
- Hire leadership for State, particularly an Executive Director, who will lead for more than one year given the leadership consistency and the leader authority.
- Hire a professional full function digital marketing firm to attract individuals with more leisure time to apply with the leads forwarded to the chapters.
- Outsource our Information Technology to adequately staff the function.

SIR's "Breaking Glass" Must Do!!



All chapters must:

- Use the current logo and slogan which means updating stuff.
- Remember we have not been Sons In Retirement for 6 years.
- Eliminate any age limits and the use of "retirement" in publications and when speaking about who can join a chapter.
- Change Big/Little Sir immediately to President and Vice President ... updated documentation to follow.
- Stress the Activities and Events your chapter offers but avoid use of "social activities" rather stress "Enhancing Your Lifestyle".
- Help select and then agree on and use a new name and logo.

It's time for a totally new Image ?



Social Activities for Men



Win a prize

Create Our
New Name - ?

Create Our
New Logo - ?

Enhance Your Lifestyle



Early Local Billboard Idea!

**NEW
LOGO**

Enhance your Lifestyle

**Rediscover Activities & Events you
once enjoyed by joining US!**

We can add years to your life and life to your years



WeAreFun.Com

John Doe, Branch #XXX

XXX-XXX-XXXX

Early Local Ad Idea!

**Enrich
Your
Life.**

WEARESIR.COM



Enhance Your Lifestyle

SIR can add years to your life and life to your years.

*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

Stockton 46,
David Stull,
479-4944



Modesto 103,
Bob Kredit,
672-0326



Turlock 143,
Rick Kindle,
652-8608



Modesto 144,
Sam Graham,
552-0960



Lodi 145, Mark
Wahlman,
368-7085



Come Join the Fun!



Q&A

The real details if you care ?

- Membership has declined from 30,000 to 8,800 (Net 4%/yr.)
- Operating costs including luncheon costs are inflating
- Some branches have difficulty meeting restaurant minimums
- Member median age is increasing at nearly a ½ year per year
- An increasing number of members are “aging out”
- New younger members are not replacing those aging out
- Volunteering is declining as median age increases
- Branches and State are having difficulty replacing leaders
- Branches cannot or are not surviving without leadership
- Branches have dropped from 179 to 84 for lack of leadership
- Men with increasing leisure time appear not to be joiners