

SIR Project 2016
Jim Goetsch, Little SIR

- A. SIR Project 2016 - to increase SIR membership
 - 1. What does the membership want?
 - 2. What works and what doesn't work?
 - 3. Came up with a plan of action!
- B. New mission statement - **"We are SIR - Make Friends for Life"**
 - 1. De-emphasizing **"Retirement"**
 - 2. **"SIR"** implies a courteous greeting for people we respect
 - 3. Emphasizing making **"male friends"** for life
 - 4. Looking for members who have **"discretionary time"**
- C. New recommended behaviors
 - 1. Improve orientation for new members
 - a. **Should be an orientation program for new members**
 - i. **Members mentor new members**
 - ii. Stress the forming of male friends
 - iii. Let them know this is a volunteer organization
 - iv. An opportunity to enjoy yourself while serving others
 - b. Need follow-up of new members to see if needs are being met
 - 2. Improve member retention
 - a. **Call members who don't come to lunch to see if their needs are being met**
 - i. Does member need help to get to the luncheon?
 - ii. Is member injured or unwell?
 - iii. Does member need help caring for a spouse?
 - b. Are there presentations you would prefer to see?
 - c. **Use surveys at meetings to assess the menu, the venue, and the speaker**
 - 3. Improve leadership of the organization
 - a. Set the tone with new members that leadership is expected in time
 - b. **Set up backups for every leadership position; so succession is planned for**
 - c. Provide coaching and training for new members regarding leadership positions
 - d. Personally invite members to take on positions of leadership
 - e. **Provide help for Little SIRs in setting up speakers**
 - i. **set up several regional speaker's bureau**
 - ii. **set up a speakers' committee at each Chapter to assist the Little SIR**
 - 4. Improve name recognition for SIR - State, Governors and Managers, IT
 - a. New video and marketing materials are being planned for
 - b. provide templates for succession planning, publicity, etc.
 - c. Improve training at all levels

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5. Reduce administrative requirements
 - a. Minimize the SIR rules
 - b. Reduce reporting requirements to the minimum needed
 - c. Invest in technology to improve communications and reduce meeting costs
6. Improve recruitment activities
 - a. **Produce and carry SIR cards at all time to present to prospective members**
 - b. **Present SIR information at various venues that reflect Chapter activities**
 - i. **Golf Pro Shops**
 - ii. **Motor home shows**
 - iii. **Fishing shows**
 - iv. **Bowling alleys**
 - c. Chapters get together to sponsor a booth at certain venues
 - d. Develop activities to include spouses
 - i. **Give spouses a reason to want their husbands in the organization
(The SIR Dinner Dance at Lake of the Pines)**
 - ii. **Give SIR cards to spouses announcing "Men's Babysitting Services"**