



SIR Branch & Communications Guidelines For Activity Leaders

Version 1, 5-5-2017

Purpose

- Describe the various communication methods that are available to the activity leaders
- Show what methods are suggested for different communication requirements
- Identify who can help you use each of the communication methods

Activity Communication Topics

1. Remind Activity members of upcoming event
2. Post highlights of recent events
3. Publish upcoming event details
4. Notify activity members of last minute event changes, such as new date or venue
5. Invite all branch members to participate in an upcoming event
6. Solicit all branch members to join your activity
7. Explain and market your activity to potential members
8. Publish detailed activity articles with photos, videos and exhibits
9. Publish a long-term activity event schedule
10. Increase awareness of your activity

Available Communication Methods



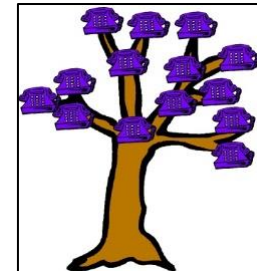
To Activity Members



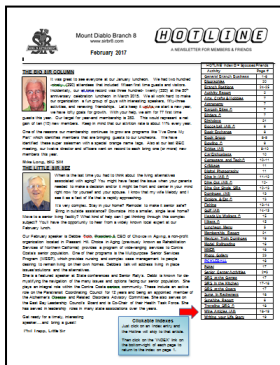
Luncheon Interest Card



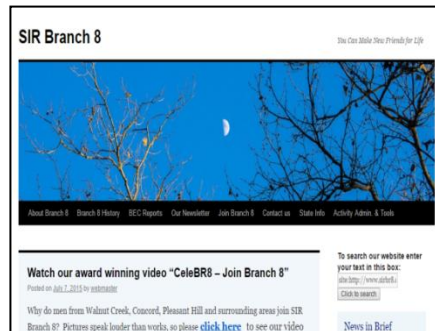
Luncheon Announcement



Phone Tree



Newsletter



Branch Website



Email Blast



Luncheon Display

Personal Communication Methods



**To a Few Individual
Members**



Postal Mail



Phone

**Not Covered in This
Document**

Communication Recommendations – 1 of 3

| Topic | 1 st . Choice | 2 nd Choice | Notes |
|---|-------------------------------|-------------------------------------|---|
| Remind activity members of upcoming events | Hotline Preferred | Activity web page Optional | May also send email to all members of this activity |
| Post highlights of recent events | Activity web page | Hotline | Web page has unlimited space for text, photos and videos |
| Publish upcoming event details | Activity web page | Hotline | Use the web page for detailed directions, menus, maps, etc. |
| Notify activity members of last minute event changes, such as new date or venue | Email to each activity member | Call each member using a phone tree | Use AMS to generate an email list for all activity members |

Communication Recommendations – 2 of 3

| Topic | 1st. Choice | 2nd Choice | Notes |
|--|---------------------------------|------------------------|--|
| Invite all branch members to participate in an upcoming event; e.g., BBQ | Luncheon announcement | Email blast | May also post in the Hotline and website home page |
| Solicit all branch members to join your activity | Luncheon interest cards | Luncheon announcement | Can also use luncheon activity table display |
| Explain and market your activity to potential members | Luncheon activity table display | Activity Web Page | May also post in the Hotline and website home page |
| Publish detailed activity articles with photos, videos and exhibits | Activity web page | Branch 8 FaceBook site | |

Communication Recommendations – 3 of 3

| Topic | 1 st . Choice | 2 nd Choice | Notes |
|---------------------------------|---|--|-------|
| Publish activity event schedule | Activity page on the branch website and enter events into the Branch web Calendar | Email the event calendar to all current members of your activity | |

Communication Methods Support (1 of 2)

| Method | Contact | Notes |
|--|---|---|
| Email to your Activity members | Dan Weller, AMS Lead dweller@astound.net | Assumes that your members are in AMS |
| | Branch Roster | Use to lookup members' contact info when not using AMS |
| Email Blast to All Active Branch Members | Dave Perkins snikrepj@aol.com | |
| Luncheon Announcements | Steve Schramm sschramm01@gmail.com | Write up a brief announcement about upcoming activity event |
| Newsletter | Dan Weller, Hotline Coordinator dweller@astound.net | Contact Dan if you have special needs for the Newsletter |

Communication Methods Support (2 of 2)

| Method | Contact | Notes |
|-------------------------|--|--|
| Website | Don Atwater datwater@pacbell.net | Don can help you setup your web page |
| | Derek Southern derek.southern@gmail.com | Derek will create a web ID and Password for you |
| Luncheon Interest Cards | Steve Schramm sschramm01@gmail.com | Contact Jim with your Activity's request |
| Luncheon Display Table | Bill Peterson wpete333@comcast.net | Give Bill several days notice so he can request your table from the Hilton |
| Phone Tree | Dan Weller, AMS Lead dweller@astound.net | Use AMS to get the latest phone numbers of all of your Activity members. |