



# SIR Branch & Communications Guidelines For Activity Leaders

Version 1, 5-5-2017

# Purpose

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- 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



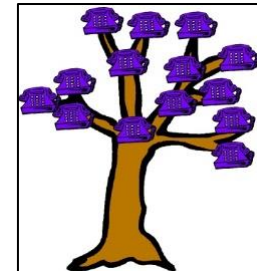
To Activity Members



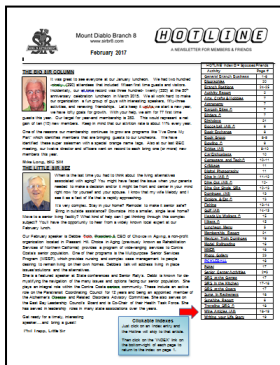
Luncheon Interest Card



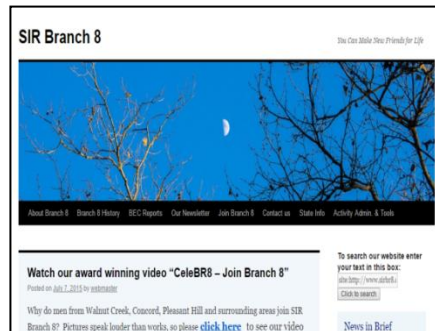
Luncheon Announcement



Phone Tree



Newsletter



Branch Website



Email Blast



Luncheon Display

# Personal Communication Methods

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**To a Few Individual  
Members**



**Postal Mail**



**Phone**

**Not Covered in This  
Document**

# Communication Recommendations – 1 of 3

Topic	1 <sup>st</sup> . Choice	2 <sup>nd</sup> 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 <sup>st</sup> . Choice	2 <sup>nd</sup> 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 <a href="mailto:dweller@astound.net">dweller@astound.net</a>	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 <a href="mailto:snikrepj@aol.com">snikrepj@aol.com</a>	
Luncheon Announcements	Steve Schramm <a href="mailto:sschramm01@gmail.com">sschramm01@gmail.com</a>	Write up a brief announcement about upcoming activity event
Newsletter	Dan Weller, Hotline Coordinator <a href="mailto:dweller@astound.net">dweller@astound.net</a>	Contact Dan if you have special needs for the Newsletter

# Communication Methods Support (2 of 2)

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