Recruiting Chair

SIR’s Branch 37

# Position Responsibilities for Chair Date: 10/13/16

SIR recognizes that by the very nature of our membership demographics there is a natural attrition and recruiting new members is of utmost importance. The Recruiting Chair position has been established to continuously and vigorously promote the Sir message outside the organization with the goal to increase membership.

Responsibilities:

* Provide leadership to achieve and surpass the State’s goal of an annual plus one in membership growth over the prior year’s end.
* Develop and implement new methods in getting guests to attend the monthly Luncheons in addition to asking members to bring guests.
* Communicate the seriousness of continuous recruitment to our members
* Use “Wanted” posters, Sir Cards, Brochures and other promotional materials
* Incentivize members and recognize sponsors
* Tell the Sir story to local groups of retirees and pre-retirees
* Make Sir visible to the local community; “Tell Everyone.”
* Encourage members and their spouses/partners to promote Sir to their friends and invite guests to luncheons and activities
* Work closely with the Big Sir, the Membership and Publicity Chairs and the Activities Coordinator
* Attend the monthly luncheon and be a part of the program
* Attend the monthly BEC meeting and update its members
* Request resources when necessary