

RAMP Publicity Chairman Duties

(HS 1/22/19)

Requirements specific to the Branch 62 RAMP Publicity Chairman:

Skills and tools:

- Word processor access and ability
- Email access (our branch has and uses a Gmail account)
- Social media (our branch has Facebook, LinkedIn, and Instagram pages)

Duties:

- Prepare and email two notices a month announcing the next meeting and other information that is important for our branch members. The first notice is sent the Wednesday morning 8 days prior to the next meeting reminding the members that they must have a luncheon ticket purchased one week in advance of the meeting. The second notice is sent the Monday morning before the meeting reminding the members to attend the meeting.
- Generate a Power Point Slide Show that is presented during the social hour of each luncheon. These power point slides shows are saved on a OneDrive (contact Heber Slusser for ID and password)
- Update and maintain the above mentioned social media pages
- Any/all tasks may be delegated to others as appropriate.
- A complete set of login instructions and passwords are available from Heber Slusser (1/21/19) and should be maintained and passed to the next chairman.
- Perform the duties defined by the State SIR Organization listed below as appropriate for our branch.

The following information is derived from the SIR web site at <http://www.sirinc.org/MemInfo/> :

This leader is responsible to ensure membership candidates are (and, to a lesser extent, the general public is) aware of the Branch within its member recruiting area.

There is a video on line at <http://sirinc.org/MemInfo/BOTraining2016/> that discusses the following duties of the RAMP Publicity Chair:

- 1. If you need publicity and image ideas, ask your Area Governor to have an area roundtable meeting to discuss ideas from all the branches.*
- 2. Consider setting a publicity and image goal and its associated action plans.*

3. *Obtain a full stock of Sir publicity brochures, cards and holders, and put them in places where our membership candidates tend to visit.*
4. *Work to get your meeting notices published in daily and weekly newspapers in your area. If it doesn't get published, work to find out why.*
5. *Establish alliances with other organizations that serve our membership candidates in your area.*

Listed below are some potential goals and actions to get you thinking about how to improve your branch's publicity and image efforts. Reflect back on the video and the learning points, and check those that will particularly focus branch efforts in this area.. Check those that apply Potential Publicity and Image Goals

- *Improve branch publicity and Image*
- *Develop or update the branch website and ensure it conveys the branch image you strive for*
- *Improve the Branch image at luncheons*
- *Build an effective Publicity and Image Committee Check those that apply Potential Actions to Meet Publicity and Image Goals*
- *Visit local newspapers and make a personal contact with the person who writes the "This Week in the City" column*
- *Study what works in other branches*
- *Write monthly announcement informing the public of the branch meeting, time location, speaker and how to contact the branch*
- *Write press releases highlighting significant branch accomplishments that would be of interest to the public*
- *Maintain a stock of Sir brochures, cards and other publicity items*
- *Develop and implement a plan to sell Sir apparel to members*
- *Write content to develop or update the branch website*
- *Review the branch website to insure it is user-friendly to potential guests and members*
- *Support the Recruitment and Member Relations Chairman's efforts*
- *Place brochures in places visited by candidates*
- *Determine all the groups serving seniors in the area, and contact them to see if an alliance makes sense*
- *Improve the Sir image at luncheons through effective use of the Sir Banner, signs, activity posters and activity information Develop and/or modify branch recruiting brochures*