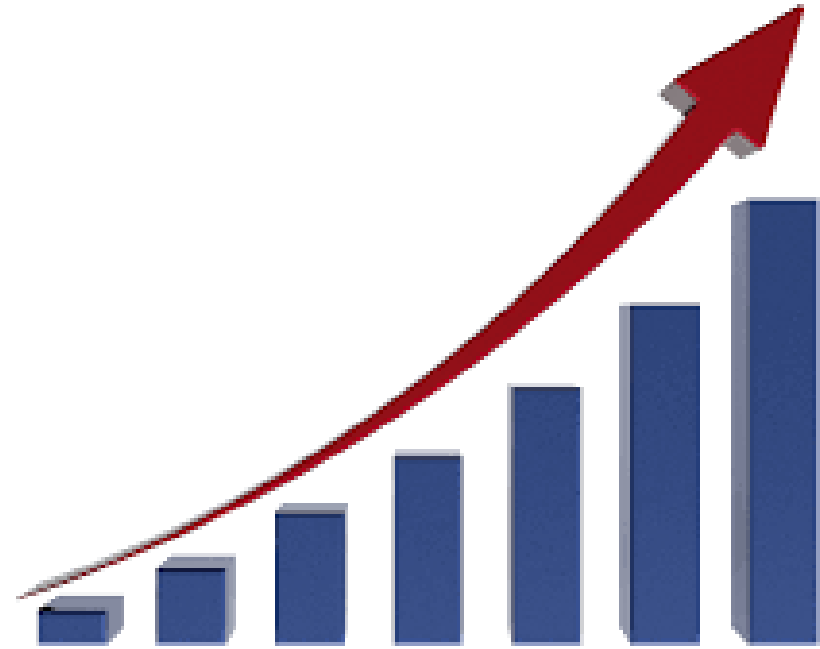
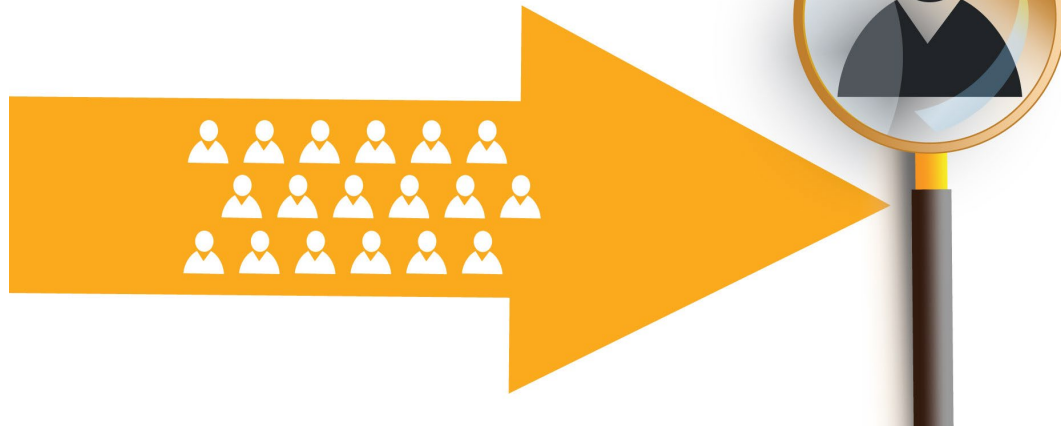


SIR Membership Growth tracks Local Visibility

**Visibility and
Exposure**

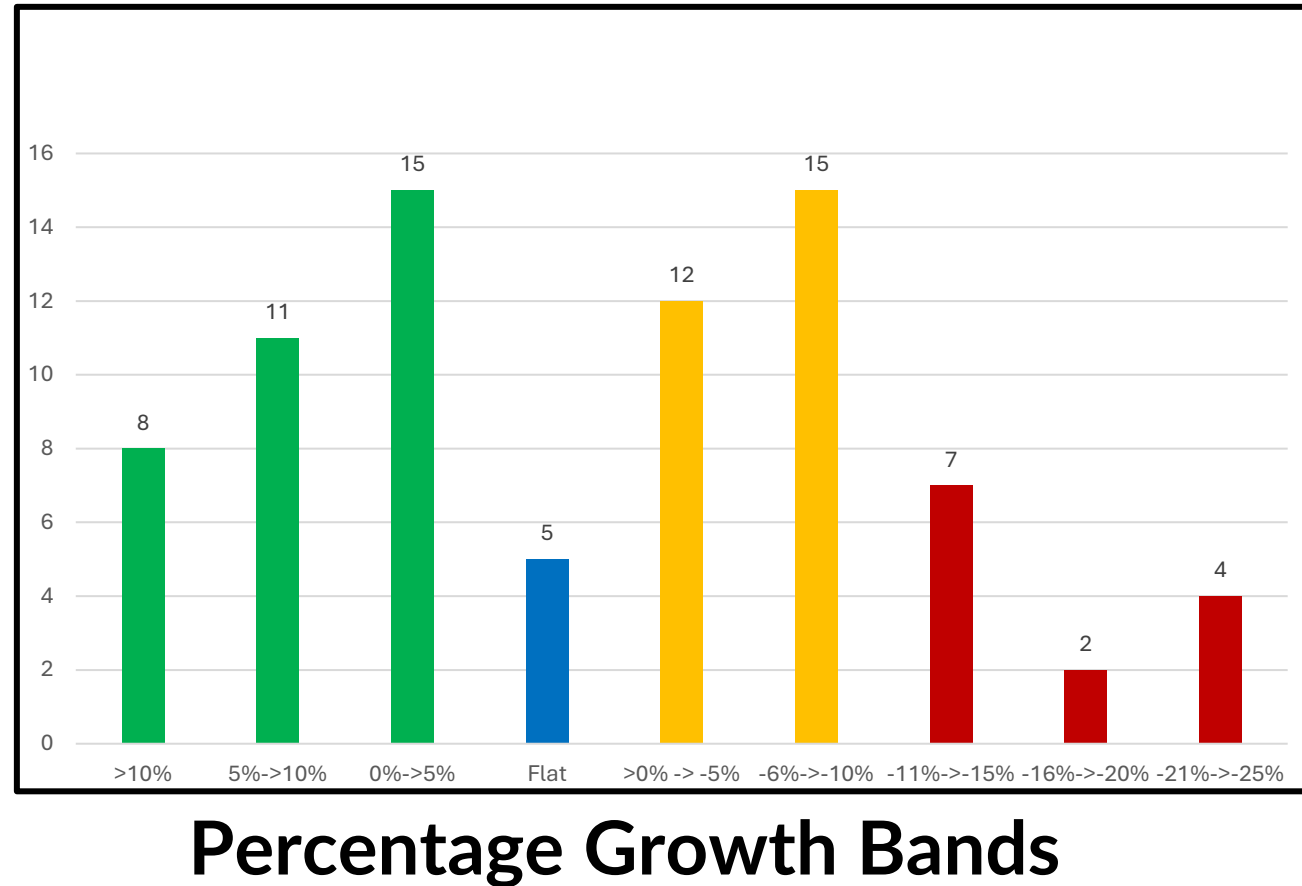


SIR Branch Growth in 2025

40 are Declining

of Branches

- **34 Growing**
- **5 Flat**
- **27 Fading**
- **13 Folding**



SIR Branch 35

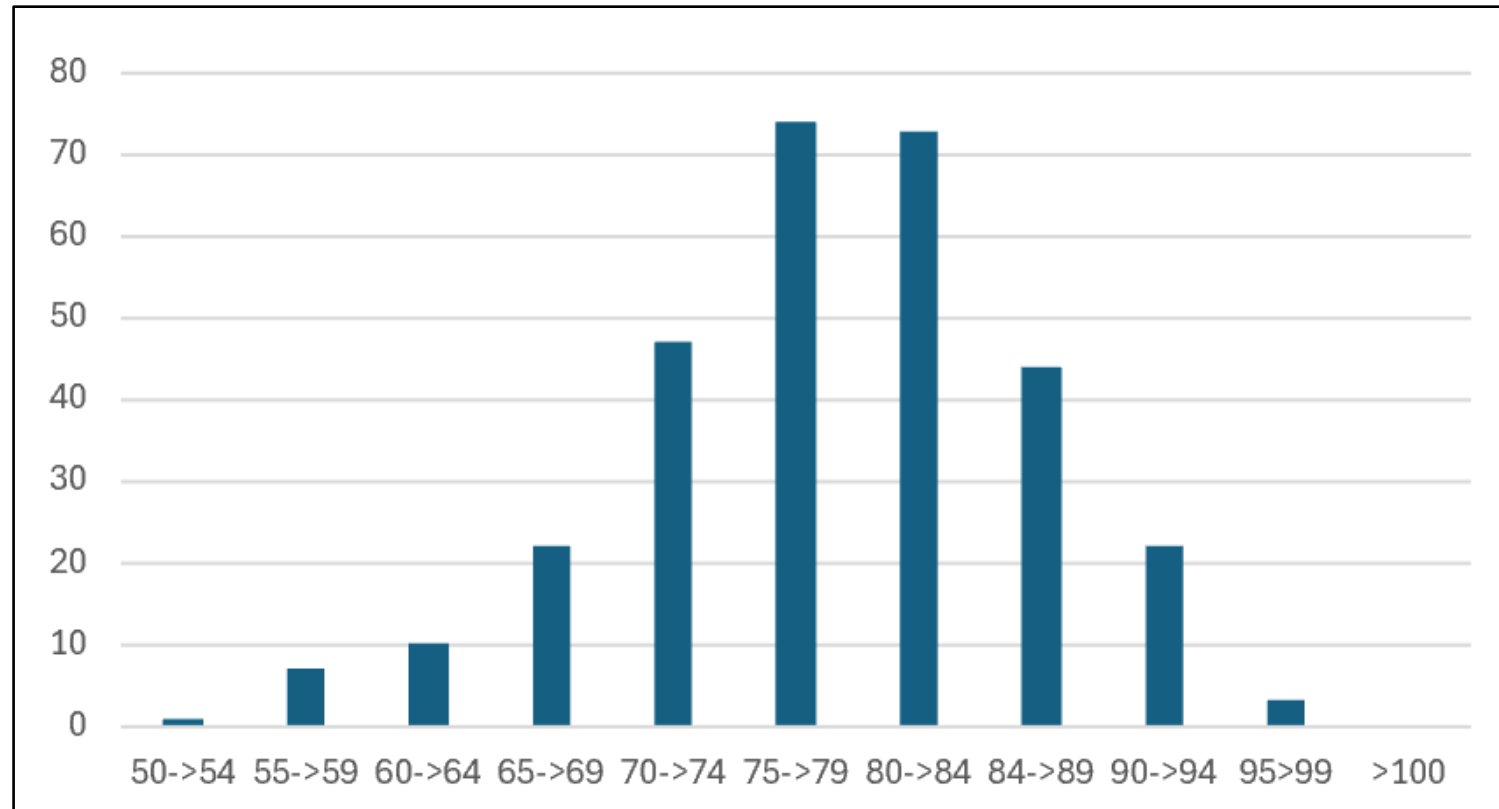
40 Members are “Young Guns”

of
Members

- 18 < 65

- 40 < 70

- 263 > 75



5 Year Age Bands



To Survive SIR Must



- Attract Younger Members to Join
- Encourage New Members to Volunteer
- Identify & Mentor New Volunteers to Lead
- Make Leading Rewarding & FUN



A Survival Action Plan

Policy 15 – Branch Strategy



- 1. Improve Website – Make visually attractive**
- 2. Test Social Media – Pilot Nextdoor Neighbor ads**
- 3. Test Local Print Media - Publish SIR ads in papers**
- 4. Implement a 3 G Plan (Great Ground Game)**
- 5. Participate in Community Social Event**
- 6. Implement a leader recognition plan**



Increasing SIR Presence 2025 Plan & Results



- Pilot Print ads in Central Valley, San Mateo and Los Altos/Mt View
- Nextdoor promotions from several branches-----
--
- NCGA digital eMail promotions NorCal-Wide
- Postcard promotions to gated communities in “Gold Country”



SIR County Promotion Plans

- Print in Local Papers
 - Three Months Minimum
 - Multiple Columns
 - Every Other Edition
- Regional Magazines
- Website e-Editions
- Nextdoor

Enrich Your Life.

WEARESIR.COM



Embrace the Lifestyle

SIR can add years to your life and life to your years.
Make new friends and be social. **Re-discover**
Activities you once enjoyed
by joining SIR!

Golf, Bowling, Monthly Luncheon, Couple Dine Out, Wine Tasting,
Travel, RV Outings, Book Swap, RC Flying, Fishing Chess and much more.
Branches near you, AREA CODE 209

Modesto 103,
Juan Salinas,
605-6762



Turlock 143,
Roger Jackson,
658-2673



Modesto 144,
Fernando Gonzales
545-1526



Lodi-Stockton 145
Juan Ochoa
481-5325



SIR County Pilot Promotion Plans



Modesto m-View (February edition)

Meet Us On The Tee



Balls Are On Us



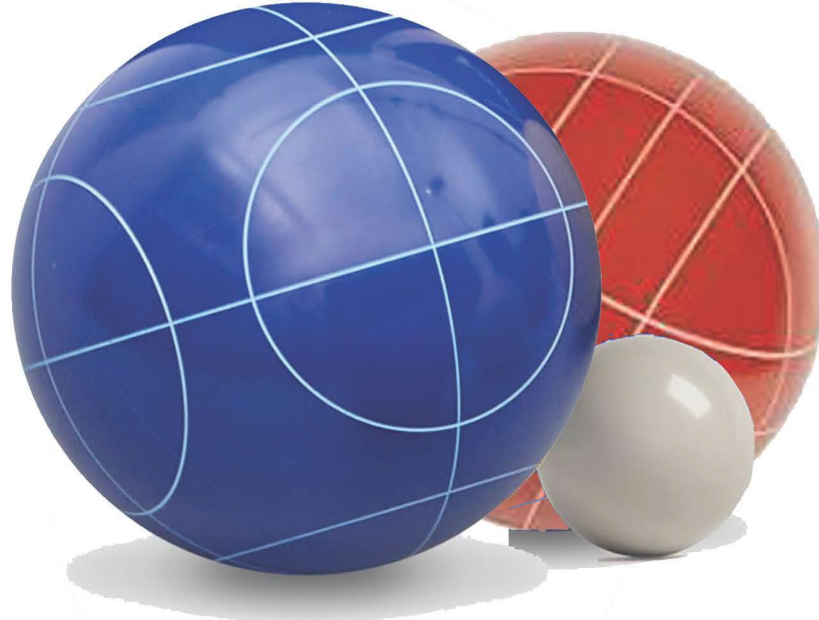
One of Many Recreational and
Social Activities for Men

For more information:

Frank Schwarz • 650-267-6037 • fslefty@gmail.com • sirinc2.org/branch1



Meet Us In Court!



The Bocce Game's On Us



One of Many Recreational and
Social Activities for Men

For more information:

Frank Schwarz • 650-267-6037 • fslefty@gmail.com • sirinc2.org/branch1



Meet Us In A Pickle



The Game's On Us



**One of Many Recreational and
Social Activities for Men**

For more information:

Frank Schwarz • 650-267-6037 • fslefty@gmail.com • sirinc2.org/branch1





Welcome to SIR in San Mateo County

Thanks for your interest in SIR and branches nearby!

SIR is a non-profit organization of over 8,000 active seniors in over 80 branches in California. We bring together individuals with common backgrounds and interests to participate in well-organized indoor and outdoor activities. While participating we make new friends for life.

Research shows that this type of increased physical, mental, and social engagement will enrich your quality of life and extend your life by years.

We have something for everyone: [Golf](#), [bowling](#), [bocce](#), [pickleball](#), [hiking](#), [book exchange](#), [poker](#), [travel](#), [investing](#), [technology](#), [wine tasting](#), and monthly luncheons with interesting speakers.

To Learn More about us:

- Enjoy [this 2-1/2 minute video introduction](#) to SIR.
- Visit our [state website](#).
- For information about branches in San Mateo County, call Bill Brown at 650-xxx-xxxx. Or fill in the form below and Bill will get in touch with you.

Got Balls? We Do!



Golf



Bocce



Pickle Ball



Bowling



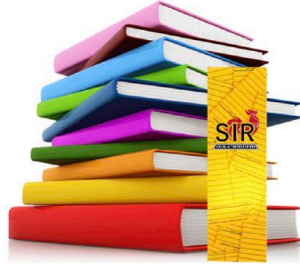
For these and more activities
scan the QR code or visit our
website: sirinc2.org/branch1



Rack Cards

- For Handouts

More Activities



Book Club



Card Games



Genealogy



Stock Study



Computer Club



Wine Tasting



Frank Schwarz • 650-367-5037 • fslefty@gmail.com
sirinc2.org/branch1

Rack Cards

- For Handouts

SIR County Pilot Promotion Plans

	<u>County</u>	<u>Total</u>	<u>State</u>	<u>Branches</u>	<u>Branches</u>	<u>Per Branch</u>	
	San Mateo	\$3,500.00	\$1,750.00	\$1,750.00	4	\$437.50	
	Santa Clara	\$3,000.00	\$1,500.00	\$1,500.00	3	\$500.00	
	Stanislaus	\$4,000.00	\$0.00	\$4,000.00	4	\$1000.00	
	Total	\$10,500.00	\$3,250.00	\$7,250.00	11	\$477.27	