

**Draft Proposed 2022 Branch 116 Goals**

***Remember we’re a volunteer organization with the objective and making lifelong friends and having fun***

1. **Conduct a 1st quarter assessment of key branch issues coming out of covid situation**
   * Include consideration of Covid issues and return to normal branch operations
   * Status and health of existing branch activities
   * Interest in New Activities (Cooking, Travel Venue, CPR, Theater/Opera, smaller and or more dinner groups, wine/beer making, Table Top Tennis, Photography, bowling, community service, stock investment, Cycling, etc.)
   * Shared Activities with other Branches
   * Finalizing Branch growth targets and membership options
   * Use of Annual Survey and an Assessment Working Group to conduct an overall branch assessment
   * Additional Leadership and Support Positions that may be needed
   * Complete by 3/31/2022
2. **Attract and Retain Membership with a target of a 15% increase in membership above the post covid member count (i.e. roughly first Qtr after membership stabilizes).**
   * Increased spousal Involvement and participation across Branch activities and recruiting efforts to attract and recruit member family friends (provide trifold + incentive)
   * Make sure 2022 Branch activities and events are in alignment with membership interests (based on online survey and table top survey)
   * Periodically publish member stories and personal histories within the Branch (Maybe Sir of the quarter). Possible posting of member Bio’s linked to photos on web site.
   * Reach out to men of all ethnic backgrounds that may be interested in SIR membership
   * Expand number of activities and share with other Branches where it makes sense to do so
   * Leverage SIR Branding Updates and materials
   * Conduct monthly Branch Growth Team meetings with the RAMP Leaders, Membership Secretary, Web, Newsletter, and key Branch Support leaders
   * Annually decide on how many new activities to target for development
   * Provide a quarterly incentive for members bringing in new members to the branch
3. **Get more members involved with Branch Operations and Branch Activities with Member Relations follow-up and contact plan including personal calls to members**
4. **Establish a community service pilot activity for interested members**
5. **Plan and hold a Big Branch Social for kick starting post covid era in form of the Spring Fling or earlier event**
6. **Communicate Across the Board with more member direct contact (phone and e-mail) while balancing the frequency of contact (i.e. weekly e-mail Branch update, single issue phone poll, etc.)**
7. **Update Luncheon Meeting format in support of more social interaction between members**
   * Table introduction protocol
   * Table Captain Team for issue based discussions, introductions , and feedback
   * Table incentives for increasing open seating
   * Early availability of entry tables (payment, raffles, nametags, etc.) to support earlier social hour for lunch meeting
   * Consider quarterly open table seating and have branch officers and directors seated at separate tables when possible
   * Meeting Agenda efficiency improvements and innovative format changes