



A FRATERNAL NEWSLETTER

The Public Relations Voice

April 2016

A Message From Your Public Relations Chairman

Dear Fellow Nobles,

From now until July, more and more of the corporate public relations staff's energy will focus on preparations for Imperial Session, which as everyone should know, will be held in Tampa, Fla., July 3-7. It is a huge event, requiring months of planning and preparation by many, many people. We thank every one of them for their diligence and dedication. And we hope that this extremely important and special annual event will be experienced by a record number of Shriners and their families.

While the voting representatives have a specific role and responsibility during Imperial Session, this is the annual meeting of your fraternity and philanthropy. It is designed and meant for every Shriner to attend.

During Imperial Session, important decisions are made, and a lot of serious business is conducted. Imperial Session is also a tremendous opportunity to be inspired by the amazing work that is done by our Shriners for both organizations. And finally, Imperial Session is a lot of fun. There are many events and activities that everyone in the family can enjoy, including the always popular parade, a Walk for LOVE®, the ballyhoo, the competitions and much more. One of the most popular events is the Public Relations Report, where our new National Patient Ambassadors are introduced. It's something you don't want to miss. And don't forget, Kids Camp is available during much of the Session for your children's enjoyment and entertainment, at no cost to you.

Imperial Session is really meant to be the time we all gather to spend time together as one huge, international family. I don't know about your family, but in mine, family gatherings are very important, and everyone makes their best effort to be there.

We hope everyone who attends Imperial Session returns home inspired, with a new resolve to be active, and to work to strengthen your temple, fraternity and philanthropy.

We hope to see you – and your family - in Tampa. We promise you will have an outstanding, memorable time.

While Imperial Session is critically important to our fraternity, the work of raising funds and raising awareness of Shriners Hospitals for Children® continues. I want to take a moment and congratulate the staff of our Philadelphia Hospital for their third consecutive win of the Hoops for LOVE competition – they keep the bragging rights and the Fez Cup for yet another year.

And I want to make a brief mention of a new ad featuring several patients from our St. Louis, Greenville and Chicago hospitals, as well as some of your fellow Shriners. When you see it, you will understand why this particular approach and focus has proven to be quite successful.

Thank you for your hard work, and for your support.



*Chris L. Smith
Deputy Imperial Potentate
Public Relations Chairman*

Patients Invited to Participate in Design Contest



Earlier this month, patients were invited to create a new design for David Ragan's race car with the theme: *Healing Power of Love*. The designs were meant to show

how the special care they received at Shriners Hospitals for Children helped them heal and go on to do the things they love.

The patient with the winning design and one guardian will be invited to the Daytona International Speedway Coke Zero 400 on July 2, 2016, where the design will be displayed on David's car during the race.

David Ragan has been a loyal supporter of Shriners Hospitals for Children for many years. Since naming our health care system his official charity of choice in 2008, he has used his popularity and status as a Love to the rescue® ambassador to increase awareness and raise funds for Shriners Hospitals.

Branding and Consistency

Sometimes we throw around words and phrases without really making sure everyone knows what they mean. Branding and the importance of consistency in branding could be two of those terms. To provide some clarity, here are some definitions:

Branding is:

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products. An effective brand strategy gives you a major edge in increasingly competitive markets. (American Marketing Association)

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. (businessdictionary.com)

The expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values and attributes that clarify what this particular brand is and is not. (tronviggroup.com)

Consistency in Branding

Consistency is defined as conformity in the application of something, typically that which is necessary for the sake of logic, accuracy or fairness. Why is it important that we have consistency in our materials?

According to Northstarmarketing.com, consistency serves several purposes in branding, including these:

Consistency helps manage perceptions.

Consistency conveys outlook and attitude.

Consistency eliminates issues surrounding brand confusion.

Consistency protects investments.

Consistency builds upon previous successes.

All of this is important because, as stated in our own *Identity Standards and Guidelines* for Shriners Hospitals for Children:

A single image or solitary word will do little to influence the course of history.

But when groups of people advocate purposefully for a mission they believe in – all conveying one look and speaking with one voice – the impact can be powerful enough to change the world.

At Shriners Hospitals for Children, our employees, volunteers and supporters are improving the lives of children worldwide (every day). Remember to refer to the *Identity Standards and Guidelines* for the most up-to-date information on phrasing, logos, etc.

The more consistent our messages, the more that fact will be assimilated, considered and remembered.



Congratulations Once Again to Shriners Hospitals for Children — Philadelphia



The winner of our Hoops for LOVE™ challenge and recipient of the FEZ CUP was Shriners Hospitals for Children — Philadelphia. This hospital raised the most funds in the challenge for the third year in a row. Thank you to everyone who supported us in this effort.

We would also like to recognize Shriners Hospitals for Children — Tampa, as well. The hospital will receive a certificate for obtaining the highest number of donations during this year’s event.

The top four hospitals in the Hoops for LOVE fundraising challenge were Philadelphia, Galveston, Tampa and Boston.

Thank you to everyone who participated in this exciting fundraising competition. Your efforts helped to raise funds that will help our unique health care system continue to provide expert pediatric care to children with orthopaedic conditions, burns, spinal cord injuries and cleft lip and palate, regardless of their families’ ability to pay. We couldn’t have done it without you.

House of Representatives Recognizes Honolulu Shriners Hospital and Aloha Shriners

On March 22, the staff and patients of Shriners Hospitals for Children — Honolulu and members of Aloha Shriners of Honolulu were honored by the House of Representatives at the Hawaii State Capitol.

The House passed a resolution recognizing and commending the collaboration between the Honolulu Shriners Hospital and Aloha Shriners and their dedication to ensuring the well-being of the people of the State of Hawaii. Representative John Mizuno played a huge role in this honor, and everyone is grateful to him for the resolution.

Several lawmakers stood on the floor to share their heartfelt stories, including State Representative Kaniela Ing, who said that Shriners Hospitals for Children saved his brother’s life after he was hit by a car on the island of Maui many years ago.



Honolulu patient ambassador Tehina Devera and her mother, Leana Devera, were in attendance to represent the hospital. We also extend a “mahalo” to Donald “Zeke” Schmus, Mark Leo, Gary Ligget and many other Shriners, who were also there to represent the Honolulu Shriners Hospital and Aloha Shriners, and a special thank you to Graham Fedorak, M.D., who represented the hospital medical staff.

Congratulations to our Honolulu hospital and Aloha Shriners for this amazing honor.

Anniversary Items and *Our Stories* Book On Sale Now

Our celebratory anniversary items and *Our Stories* books are still available, and on sale for a discounted price. These items were created in 2012 for the 90th anniversary of the hospitals and 140th anniversary of the fraternity, and proceeds benefit Shriners Hospitals for Children.

Each anniversary item is now \$5 off the original price, and the whole set is \$15 off. The *Our Stories* book is also on sale for \$8 each.

For more information about the anniversary items or to purchase online, please click here. https://secure2.convio.net/shfc/site/Ecommerce?jsessionid=3939E66A368468CD1155D37792B47B62.app20101b?store_id=2281

For more information about the *Our Stories* book or to purchase online, please click here. https://secure2.convio.net/shfc/site/Ecommerce?store_id=2441



The 142nd Imperial Session of Shriners International Will Be Here Soon



The 2016 Imperial Session of Shriners International is scheduled for Sunday, July 3 through Thursday, July 7, 2016, in Tampa, Fla.

While in Tampa, plan to include a tour of Shriners International Headquarters and check out our memorabilia room and vintage mechanical Shriners parade. Also allow time for a visit to the Tampa Shriners Hospital. Staff members at the hospital are eager to welcome you during your visit to Tampa.

In addition to the tours and important business portions of the 142nd Imperial Session, there will be a classic Shriner-style parade, Walk for LOVE, ballyhoo through the streets, Representatives Ladies Luncheon, Representatives Evening, competitions, marketplace, kids camp, church service and more.

For more information about the upcoming Imperial Session, please visit tampa-2016.com, [facebook.com/2016ShrinersImperialSession](https://www.facebook.com/2016ShrinersImperialSession), or download the free app by searching "2016 Shriners Imperial Session" on your smartphone or tablet.

Seven Night Alaskan Cruise

May 15 – 22, 2016

Departing and Returning from Port of Seattle

Princess Cruises – Ruby Princess



The cruise will be making stops at the following four cities:

- Ketchikan, Alaska – known as Alaska’s “First City” because it is the first major community travelers come to as they journey north.
- Juneau, Alaska – famous for its breathtakingly beautiful glaciers and stunning views of both water and mountains.
- Skagway, Alaska – gateway to the gold fields for the

thousands who flocked to Alaska and the Yukon with the hope of striking it rich.

- Victoria, B.C. – exudes old-world charm with fragrant and colorful flowers everywhere.



Save the Date

May 2: Dromedary Awards Submission Deadline

Show off your best temple communications in four categories:

- Newsletters/Newspapers
- Magazines
- Websites
- Facebook pages



For an entire list of rules, guidelines, judging criteria and entry form visit shrinersvillage.com. If you have questions call 813-281-8162 or email shrinepr@shrinenet.org.

Two winners and two honorable mentions will be chosen in each category.

May 4 – 5: Shriners Public Relations Conference at the Renaissance International Plaza Hotel in Tampa, Fla.

May 15 – 22: The Imperial Potentate Alaska Cruise 2016, Departing and Returning from Port of Seattle

July 3 – 7: 142nd Imperial Session of Shriners International in Tampa.

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