A Message From Your Public Relations Chairman

Dear Fellow Nobles,

Over the past year, we have made tremendous progress in raising the awareness of both Shriners International and Shriners Hospitals for Children®. The efforts of both our donor relations and public relations departments, and the ways they work together, are to be commended and appreciated.

One highly successful effort has been our DRTV (direct response television advertising) campaigns, which began in 2014. These directly impact online giving, which has risen from $5.8 million in 2014 to $25.7 million in 2016. The DRTV campaign has made a significant impact on overall gift revenue. In terms of donations, the highest performing channels include FOX News, FOX Business Network and Hallmark.

An Effective Effort

A particularly effective DRTV spot was the holiday message last year, ‘Twas the Night, which featured Alec, one of our most popular patient ambassadors. In November and December alone, we had more than 700,000 unique visits to the donor pages of our website, which resulted in donations totaling in the tens of millions of dollars. The DRTV program generates tremendous interest in Shriners Hospitals. For example, there were 33,729 calls to our centers last month in response to the ads.

We believe this level of volume in viewers, dollars and calls, can be attributed to showcasing and sharing the stories of our patients in the ads, which provide a visual and verbal statement of the amazing work of Shriners Hospitals for Children. The themes of the ads change every quarter, which keeps the interest high. Themes have included First Moments and Celebration. The next quarter’s theme will be No Limits, which will showcase the amazing abilities of our patients in various fields, such as sports.

The DRTV program has been a tremendous asset in terms of increasing awareness and donations, and we congratulate everyone involved.

Providing Interesting Information

In addition to advertising, we use many other methods to raise awareness and interest, and provide information about our organizations. Our public relations staff uses everything from electronic media, print, video and even billboards, to accomplish that objective. Creating everything from magazines to videos, and from brochures to books, and managing the many websites of both Shriners Hospitals for Children and Shriners International, our PR department provides the information and showcases the missions of Shriners International and Shriners Hospitals for Children interestingly and accurately.

We also have a large, active presence on Facebook, Youtube, Twitter, Instagram and Linkedin, with more than 800,000 fans, followers and friends across the globe, including our signature event presences. We have also used live-streaming for several events. Social media is also a great way for us to personally connect with our supporters and respond to questions and inquiries. In 2016, Shriners Hospitals for Children was recognized by AHA Media as one of the 10 Best Hospitals on Instagram.

The work of our public relations department is exemplary, and we thank them for their dedication.

It is clear that the combination of these efforts, and the collaboration of our staff, have greatly enhanced the public’s awareness of our organizations. More people know about us now than ever before. We need everyone to continue to work together in these areas, so that we can expand this awareness even further to find more patients, to raise more money and to build our fraternity.

Yours in the faith,

Gary J. Bergenske
Imperial Chief Rabban
Public Relations Chairman
Superheroes of Summer Safety Campaign Launched

On May 22, Shriners Hospitals for Children officially kicked off its annual Summer Safety campaign, just in time for June, which is recognized by the National Safety Council as National Safety Month.

During the campaign, Shriners Hospitals is asking everyone to #EarnYourCape and become Superheroes of Summer Safety in their communities by sharing tips to reduce the risk of childhood injuries. This year, we’ve teamed up with the National Association of School Nurses (NASN), as well as NASCAR driver, Shriner and Love to the rescue® ambassador David Ragan, to help us spread the word.

After kicking-off the campaign with a media event near his hometown of Charlotte, North Carolina, last month, Ragan will continue to spread the message about ways to stay safe this summer during events at several Shriners Hospitals and NASCAR races throughout the season.

Sharing Summer Safety Tips
At Shriners Hospitals, we know playground accidents, swimming-related incidents, as well as campfire and fire pit burns are some of the more common and potentially life-altering childhood injuries that are more likely to occur during the summer months.

Shriners Hospitals for Children wants to remind parents and kids of these simple tips for an injury-free summer:

- At the playground, slide feet first, and swing sitting down.
- Keep children inside when lawn mowers are in use.
- Stay several feet away from fire pits, campfires or grills.
- Swim only with an adult present, and wear lifejackets when on open water.
- Protect yourself from the sun with hats and sunscreen.

To download and order these materials, please visit the materials ordering system on Shriners Village by clicking here.

Social Media
Social networks can be a very effective way to convey your message to your community. Share posts from the Shriners International and Shriners Hospitals for Children social media pages with the hashtag #EarnYourCape.

NASCAR’s David Ragan Debuts Shriners Hospitals for Children Car

Show Your Support
Shriners Hospitals for Children has exciting news! NASCAR driver and Shriner David Ragan will drive the Shriners Hospitals for Children branded No. 38 Ford Fusion at three Monster Energy NASCAR Cup races this season. While two of the races are already in the books, you can still catch the final one on:

- July 1 at 7:30 p.m. EDT on NBC

Daytona International Speedway

Show Your Support
Be part of the excitement by purchasing co-branded hats and T-shirts on Ragan’s website, davidraganstore.com. A portion of the proceeds from the sale of this merchandise will be donated to Shriners Hospitals for Children.

If you are interested in placing a bulk order for the hats and T-shirts, please email amy@davidragan.com.

Ragan named Shriners Hospitals for Children his official charity of choice in 2008. Since then, he has worked to increase awareness and raise funds for our health care system. We are grateful for his support, and look forward to cheering him on as he races to the finish line.
Get Excited – The 2017 Imperial Session is Almost Here

The 143rd Imperial Session of Shriners International will be here before we know it, so it is time to have your plans organized and in order. The 2017 edition of the fraternity’s biggest and most important event of the year will be taking place in Daytona Beach, Florida, from July 9 through July 13, and will be jam-packed with plenty of fun activities to enjoy. The following are just a few of the special events planned for you during Imperial Session:

Saturday – July 8
- 6 p.m. Pub Crawl, down iconic Main Street Daytona Beach
- 7 p.m. Music and Fireworks, Bandshell on the Beach Sponsored by the city of Daytona Beach

Sunday – July 9
- 8 a.m. Shrine Motor Corp Competition Daytona International Speedway
- 8 a.m. Golf Tournament - $65 per person LPGA International Golf Course
- 9 a.m. Walk, Ride or Drive for Love Daytona International Speedway
  - $25 donation to Shriners Hospitals for Children, per person
  - Walk to Victory Lane or drive your car or motor bike on the Daytona Speedway
- 1 p.m. Imperial Church Service Peabody Theatre Auditorium
- 3 p.m. Imperial Session Public Opening Ocean Center Arena Hall
- 6 p.m. Live Music, Bandshell on the Beach

Monday – July 10
- 10 a.m. Shriners Motorcycle Ride - $25 per person
  - The first 100 participants will have a police escort and receive an event T-shirt.
  - Ride down Daytona’s famous Main Street and along the Atlantic Ocean
- 6 p.m. Shriners Night at the Ballpark
  - Dinner starts at 6 p.m.; game time is 7 p.m.
  - Admission is $12 and includes all-you-can-eat hamburgers, hot dogs, pizza and popcorn (beverages not included).

Tuesday – July 11
- 11 a.m. Ladies Luncheon Daytona Beach Hilton – Grand Ballroom*

*Please note this is a ticketed event.

- 7 p.m. Imperial Parade, proceeding down Atlantic Ave. (A1A) toward The Ocean Center, ending with a fireworks display near the Boardwalk area. Includes live music at Bandshell on the Beach

Wednesday – July 12
- 8:30 a.m. Pageant for incoming Imperial Potentate Ocean Center Arena Hall
- 1:30 p.m. Award of Merit presentation, Donor Relations Report, Public Relations Report and Patient Success Stories
- 7 p.m. Shriners evening concert featuring the Beatles tribute band The Fab Four Ocean Center Arena Hall*

*Please note this is a ticketed event.

More information can be found on the website, imperial2017.com. Please visit the event schedule on the website for a full list of activities.
Join Imperial Sir Gary and Lady Anne on this exclusive Shriners River Boat Cruise!

River Cruise featuring our privately owned 140-passenger ship exclusively for American travelers

Romance of the Rhine & Mosel
Belgium: Antwerp • The Netherlands: Willemstad, Kinderdijk • Germany: Bonn, Trier, Bernkastel, Boppard, Speyer • France: Strasbourg • Switzerland: Basel

ITINERARY OVERVIEW
MARCH 14 - 29, 2018

16 days starting from $3195
15 days starting from $2395
16 days starting from $3195
15 days starting from $2395

Day 1 • Depart U.S.
Embark ship
Port Antwerp
Included Tour Antwerp

Day 2-3 • Antwerp, Belgium
Ports Willemstad • Kinderdijk • Nijmegen
Included Tours Delta Works • Kinderdijk Windmills • Nijmegen

Day 4-5 • The Netherlands
Ports Willemstad • Kinderdijk • Nijmegen
Included Tours Delta Works • Kinderdijk Windmills • Nijmegen

Day 6-12 • Germany
Ports Bonn • Cochem • Trier • Riol
Included Tours Bonn • Cochem • Trier • Bernkastel • Speyer
Optional Tours Luxembourg • Marksburg Castle

Day 13-14 • Strasbourg, France
Port Strasbourg
Included Tours Strasbourg • Baden-Baden
Optional Tour Alsatan Highlights

Day 15 • Basel, Switzerland
Port Basel
Included Tour Basel

Day 16 • Basel • Return to U.S.
Disembark ship

IT’S INCLUDED

International airfare, airport transfers, government taxes, fees, and airline fuel surcharges, unless you choose to make your own air arrangements

Accommodations for 14 nights aboard a private river ship with wireless Internet access now in all common areas and cabins

ALL meals: Daily breakfasts, 14 lunches, 14 dinners—including 1 meal in a local restaurant—plus all onboard house beer & wine, as well as soft drinks

12 included tours with personal headsets and 5 exclusive Discovery Series events—German language lesson • European Union discussion • Winery visit • Home-Hosted Kaffeeklatsch • Switzerland Today discussion

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Gratuities for local guides and motorcoach drivers

All port charges: a value of $165 per person

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www.gct.com/sab2018
Walk, Ride or Drive for LOVE – The Imperial Session
Walk for LOVE

Walk, Ride or Drive around the Daytona International Speedway during the fourth annual Imperial Session Walk for LOVE® on July 9 in Daytona Beach, Florida.

Shriners Hospitals for Children patients, families, community members and Shriners from around the world will all be part of this great event that raises support and awareness for Shriners Hospitals for Children.

Participants can choose to walk through the UNOH Fanzone, Garage Area and the famous Victory Lane; ride their motorcycle; or get behind the wheel of their car and drive a lap around the most famous track in racing.

**When:**
Sunday, July 9, 2017 at 9 a.m.

- 6:45 a.m. – Complimentary shuttle service begins from Hilton Daytona Beach Resort/Ocean Walk Village to Daytona International Speedway

**Advanced registration for shuttle service is required.**
- 7 a.m. – Event registration begins
- 9 a.m. – Walk begins
- 9:30 a.m. – Ride/Drive begins
- 10 a.m. – Post event activities – Motor Corp and Yacht Competitions
- 11 a.m. – Event ends
- Noon – Final shuttle departs Daytona International Speedway to Hilton Daytona Beach Resort/Ocean Walk. Event ends

**Where:**
Daytona International Speedway
1801 W. International Speedway Blvd.
Daytona Beach, FL 32114

**Cost:**
- $25 – INDIVIDUAL RATE includes Walk, Ride or Drive registration.

Early T-shirt pickup will be available on Saturday, July 8 at these times and locations:

- 9 a.m. – 5 p.m. – Marketplace, Shriners Village Ocean Center Exhibit Hall
- 5 p.m. – 8 p.m. – Hilton Daytona Beach Resort/Ocean Walk Village

T-shirts may also be picked up on event day at Daytona International Speedway

All Shriners Hospitals for Children patients (current and former) are invited to participate, and will receive a specially designed T-shirt for free.

For more information, and to register today, please visit lovetogetheresue.org/events/walk-for-love-daytona-fl/. We hope to see you there!