A Message From Your Public Relations Chairman

Dear Fellow Nobles,

It’s my pleasure to be serving as the Imperial Public Relations Chairman. I look forward to working with the Imperial Public Relations Committee (IPRC) and the corporate public relations department to further strengthen efforts to raise awareness of our two organizations.

We have many different resources available to promote the missions of both Shriners International and Shriners Hospitals for Children®, and we need to use all of them as effectively as possible. We also need to be sure we promote our signature events and other significant activities in as many ways as possible – these events can generate tremendous amounts of both general interest and media attention, which in turn can lead to both new patients and new nobles.

The Shriners Hospitals for Children Open® will take place in just a couple months – and we need to be working hard to promote it. The Open is another opportunity to showcase our patients – and to give them an experience they will always remember. During the event, the National Patient Ambassadors and the hospital ambassadors (who do such an amazing job as standard bearers) provide an inspiring visual testament to the ability of Shriners Hospitals and Shriners International to impact and improve lives. The Open is also a perfect place for our nobles to share their stories of being part of a worldwide brotherhood, and why it is important to them. The weeklong event is a wonderful time for fun and fellowship, and for increasing awareness of our two amazing organizations.

There are, of course, many successful public relations programs and pieces already in place, and we will continue to build on these efforts, including the DRTV (direct response television) ad program. These ads, which generally have both a patient and a fraternal presence, provide glimpses into the amazing determination and courage of our patients, and of the commitment of our nobles. They provide a powerful picture of the amazing work of our health care system, and of the important connection to the fraternity.

While supporting our philanthropy is very important, it is equally critical that we promote our fraternity, and encourage Shriners and their families to be active participants, and share in the fun and fellowship. Each of us is part of a huge, global brotherhood that offers so much – we all need to remember why we became Shriners, and share that story as often as possible. As we’ve seen with the philanthropy, personal stories can have a significant impact, and provide tremendous opportunities to improve our numbers.

Earlier this month, the Northeast Shrine Association had 48 new nobles at their ceremonial in Ottawa. We congratulate everyone involved – this is a great step toward increasing membership. We look forward to seeing more successful efforts. Remember there are plenty of resources available to help with membership efforts, and the office of membership development is always available to assist you.

We look forward to an exciting and productive year as we work together to promote Shriners International and Shriners Hospitals for Children.

Thank you for all you do to support your fraternity and philanthropy.

Yours in the faith,

Jim L. Cain Sr.
Imperial Chief Rabban
Public Relations Chairman
**Former Patient, Kechi, Featured on America’s Got Talent**

Earlier this month, former Galveston Shriners Hospital patient and burn survivor, Kechi Okwuchi, returned to the *America’s Got Talent* stage and impressed the judges once again with her incredible vocals, making it to the next round. In case you missed it, you can watch clips from her performances by visiting [nbc.com/americas-got-talent/credits/credit/season-12/kechi](nbc.com/americas-got-talent/credits/credit/season-12/kechi). Also, be sure to watch Kechi’s upcoming performance on *America’s Got Talent* today, Tuesday, August 29, at 8 p.m. EDT on NBC.

Kechi says that the music therapy program at Shriners Hospitals for Children — Galveston helped in her healing and recovery from severe burn injuries she sustained in a plane crash in her native country, Nigeria, in 2005. Kechi had third degree burns over 65 percent of her body, and was one of only two survivors of the crash.

Kechi also caught the attention of TODAY show’s Jenna Bush Hager, who accompanied her on a tour of the Galveston Shriners Hospital. Kechi talked to Jenna about her earliest days of treatment at the hospital, and how the music therapy program gave her hope. Jenna also had the chance to talk to physicians and patients at the hospital who say Kechi is an inspiration to all burn survivors and children with a dream. To watch the TODAY show’s story, please visit [today.com/video/kechi-okwuchi-americas-got-talent-contestant-inspires-kids-at-texas-hospital-1020736579849](today.com/video/kechi-okwuchi-americas-got-talent-contestant-inspires-kids-at-texas-hospital-1020736579849).

We are very proud of Kechi and all she has accomplished, and look forward to following her inspirational journey. To learn more about Kechi’s story, please visit [shrinershospitalsforchildren.org/news/Kechi_okwuchi_music_therapy](shrinershospitalsforchildren.org/news/Kechi_okwuchi_music_therapy).

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**Scoliosis Awareness and the New SpineScreen App**

Shriners Hospitals for Children recently launched a new program to highlight the importance of regular scoliosis screening and generate awareness of the scoliosis care we offer. The program encourages parents to make a spine check part of their annual back-to-school routine, and to contact Shriners Hospitals for Children to learn more about the services we can provide.

Under the leadership of Amer Samdani, M.D., chief of surgery for Shriners Hospitals for Children — Philadelphia, a team of doctors, developers and parents joined forces to create a new app called SpineScreen to check for possible signs of scoliosis. This app allows parents to perform a preliminary spine check on their child in the comfort of their own home. To download the app, please visit the App Store to: [https://itunes.apple.com/us/app/spinescreen/id1260729306?ls=1&mt=8](https://itunes.apple.com/us/app/spinescreen/id1260729306?ls=1&mt=8) or Google Play [https://t.e2ma.net/click/05q22/s7irn9b/ga9f6j](https://t.e2ma.net/click/05q22/s7irn9b/ga9f6j).

On Aug. 15, Dr. Samdani officially kicked off the campaign with a nationwide satellite media tour. He appeared on television and radio shows across the country to educate the public about scoliosis, the importance of annual screenings and how SpineScreen can help detect possible signs of scoliosis. Following the satellite media tour, Dr. Samdani also participated in a Facebook Live event on the Shriners Hospitals for Children Facebook page, where he provided tips for early detection and other information about scoliosis.

For more information about this new program, please visit [shrinershospitalsforchildren.org/scoliosis](shrinershospitalsforchildren.org/scoliosis).
I AM R U Recognition Program

A series of rewards and recognition has been developed to generate excitement and exposure for the I AM R U new noble referral program.

During Imperial Session, Noble Lloyd Wells referred 71 individuals, each of whom has now received several communications from our office of membership development outlining the membership path and providing information on the Shriners fraternity and Freemasonry. As a reward for referring the highest number of individuals to the program during Imperial Session, Noble Wells received a check for $100.

Additionally, because Noble Wells’ referrals gave Kazim Shriners the highest number of referrals at Session, their temple received a check for $250 and a Rush Night Survival Kit – which included several membership resources, including posters, brochures and other materials to assist with a future Rush Night at the temple.

Now that the referral program is in full swing, the remainder of the rewards to be distributed this year will be based on new member CREATIONS, rather than referrals. There are some pretty exciting things planned:

- Each month, until Imperial Session 2018, the noble who top-lines the most petitions for new Shriners created will receive $100, and recognition in Shriner Magazine: Pride and Tradition. His temple will also receive one of the aforementioned Rush Night Survival Kits.

- Additionally, the same magazine recognition with a $500 reward will go to the noble with the most top-lined new creations each quarter. This will also be accompanied by a ticket package for Shrine-sponsored events such as the East-West Shrine Game®, a special tassel holder, an Imperial Potentate’s Medallion and a Silent Messenger statue with a custom-engraved plate.

- And, at the end of the Imperial Year (July 2018), the noble top-lining the most new creations will receive $1,000, accompanied by magazine recognition, a Shriners International/Masonic apron, a ticket package and an Imperial Potentate’s Medallion – all of which will be presented at Imperial Session 2018.

- Also to be presented at Imperial Session, the temple showing the highest membership gain (by percentage) will receive $1,000 and special recognition in the magazine.

To promote this program, every temple (in the U.S., Canada and Puerto Rico) will receive a limited edition vinyl banner for display, 25 I AM R U lapel pins and 100 prospect referral cards, to help them be successful.

As you can see, Shriners International is committed to investing in membership development. It’s up to each individual temple to support the program, encourage their nobility to refer their friends and follow-up accordingly.

Always remember that it is our job as Shriners to recruit more Shriners, make more Masons and refer more patients to our hospitals.
Shriners: A History of Fellowship and Philanthropy Books Available Now

A new book was recently introduced that charts the history of the Shriners International fraternity and its official philanthropy, Shriners Hospitals for Children, from their beginnings to approximately June 2017.

The history of Shriners International is the story of individuals who, in 1872, came together in the spirit of Masonic values, fellowship and fun. These inspired, passionate men formed a worldwide fraternity of brotherhood and later established a globally recognized pediatric health care system that has since helped more than 1.3 million children enjoy healthier, more productive lives.

Thanks to the unwavering determination, dedication and hard work of millions of Shriners and supporters over the years, these two organizations have left a lasting impact on humanity. And with the help of new generations who share this passion for enjoying life and helping others, Shriners International and Shriners Hospitals for Children will continue making a difference for decades to come.

These comprehensive history books are great to keep at home, make wonderful gifts, and are perfect for ceremonials, new nobles or anyone who wants to learn more about the history of the Shriners organizations.

Prices:
- Single book: $10
- 10 books: $90 (savings of $1 per book)
- 25 books: $200 (savings of $2 per book)

Click here to purchase Shriners: A History of Fellowship and Philanthropy.

Shriners Values Videos Are a Great Membership Tool

Members of this great fraternity know that Shriners believe in brotherhood, family, fun and philanthropy.

There are videos available that highlight these fraternal values. The Shriners Values videos are a fantastic membership promotional and recruitment tool, and are available to download and share. We strongly encourage all Shriners to show them to potential members, and also play them at meetings and events.

To view or download these videos from Shriners Village, please visit shrinersvillage.com/Videos/Shriners-International.

Save the Date

Oct. 30 – Nov. 5, 2017: The Shriners Hospitals for Children Open®

Jan. 20, 2018: The East-West Shrine Game

March 2 – March 4, 2018: Shriners Hospitals for Children College Classic

July 15 – July 19, 2018: The Imperial Session of Shriners International

CONTACT US

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