



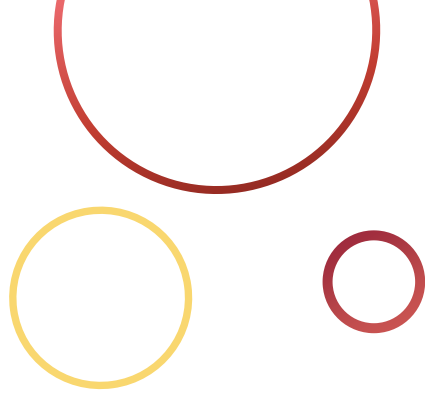
Marketing & Communications: 2025 Strategy

MEL BOWER

Chief Marketing & Communications
Officer
January 2025



MEL BOWER
Chief Marketing & Communications Officer



MARKETING & COMMUNICATIONS DEPARTMENT

SENIOR REGIONAL MARKETING & COMMUNICATIONS DIRECTORS



BETHANNE DEMAS
East Region



TAMMY ROBBINS
Central Region



MICHAEL BABCOCK
West Region



RITA COSTA
Director of Creative
Services



ANTHONY WATTS
Director of Digital
Marketing

SOCIAL MEDIA – FOLLOW, ENGAGE & SHARE



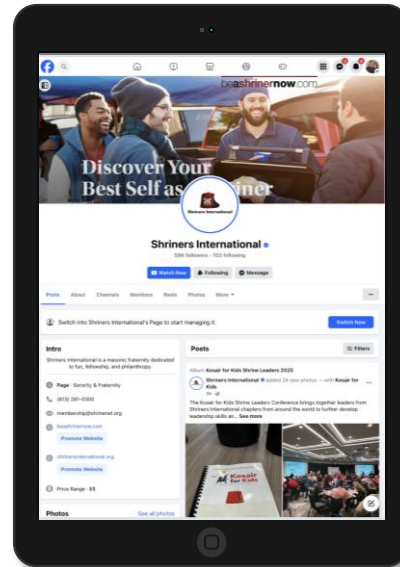
3.2M

Impressions across
all SI social media
accounts

90K

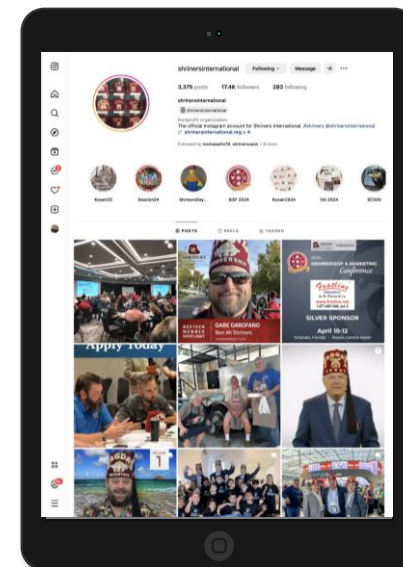
Followers across all
SI social media
accounts

TOP PERFORMING PLATFORMS



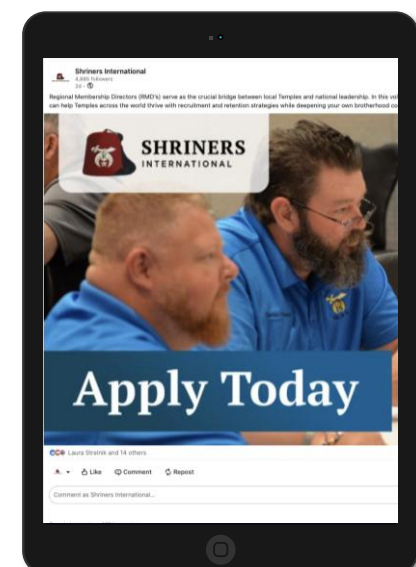
FACEBOOK

@ShrinersInternational



INSTAGRAM

@ShrinersInternational



LINKEDIN

@ShrinersInternational

SHRINERSINTERNATIONAL.ORG

PRIMARY ONLINE RESOURCE FOR SHRINERS



MAIN MENU

Who We Are, Join, Chapters, News & Events, Member Center, and Education



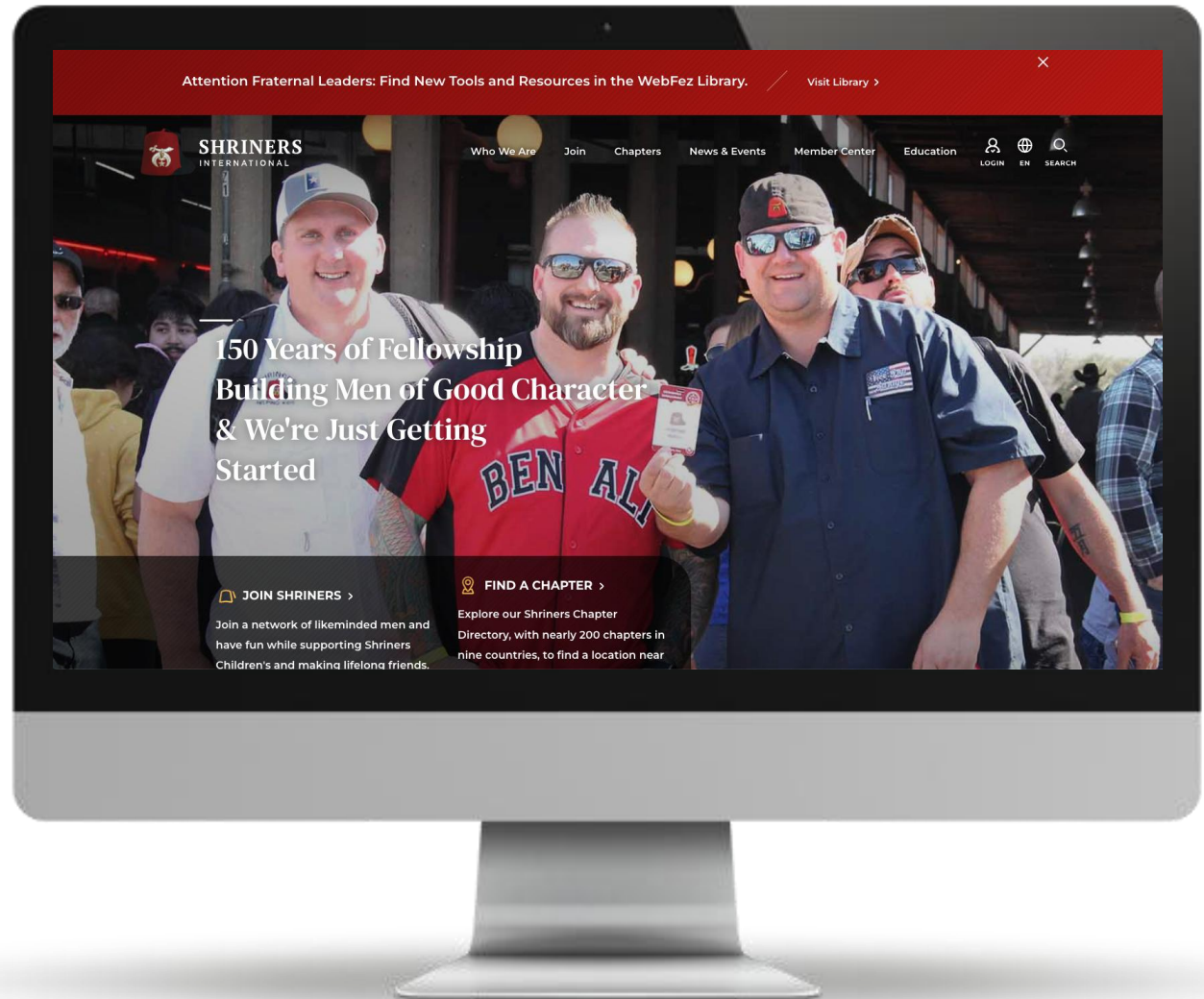
MEMBER CENTER

View important member-only content. Manage contact information and view dues and payment options.



CHAPTER DIRECTORY PAGES

Chapter details and contact information to support search marketing and recruitment.



MEMBER CENTER LOG IN

UPDATE AND VIEW MEMBERSHIP INFORMATION

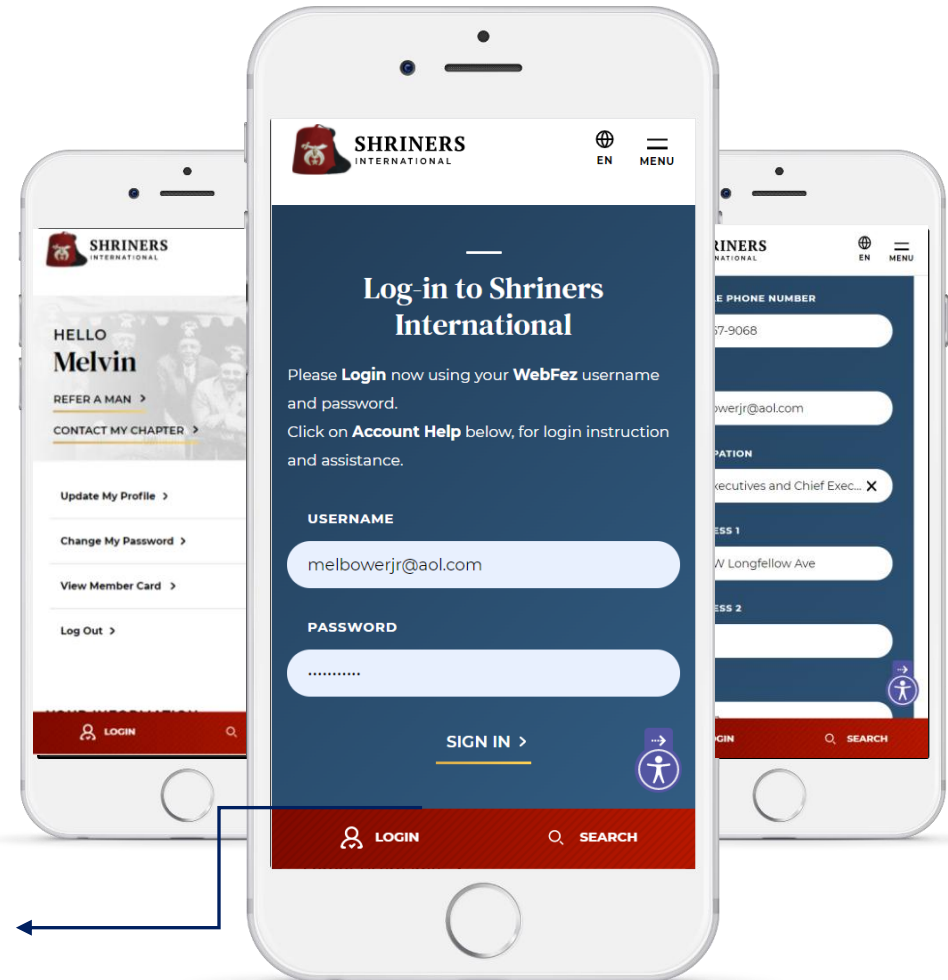
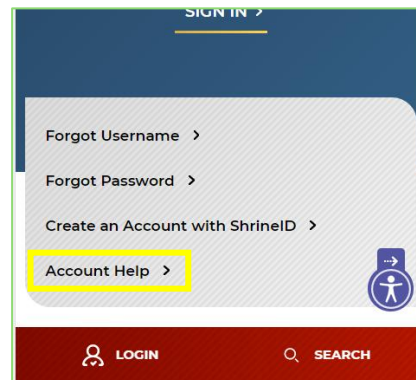


Log In with WEBFEZ Username

Member Center access is based on your membership records in WebFez, including your membership status.

Necessary: If you've never signed into WebFez, you will need your **ShrineID** to create an Account.

For help logging in please find helpful links below the "Sign In" link.



TEMPLE/CHAPTER DIRECTORY

LANDING PAGE FOR TEMPLES ON SHRINERSINTERNATIONAL.ORG



TO UPDATE THE TEMPLE PAGE:

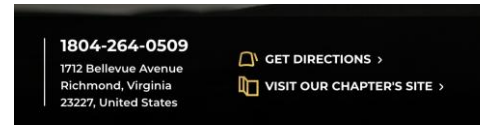
Please visit the Contact Us page on ShrinersInternational.org and submit a webform. Choose the option "UPDATE TEMPLE/CHAPTER DIRECTORY". Contact information, address, and website address are sourced by WebFez database sync.

The MarCom digital team and Membership team will reach out to facilitate changes.

PAGE SECTIONS

Each Directory Page Includes:

- Contact Information (Sourced by WebFez Data Sync)
- Website Link (Sourced by WebFez Data Sync)
- About
- Clubs Units List
- Image Gallery (10 Photos)
- Map
- Contact Web Form (Recipient is Temple Recorder)



Clubs and Units:

- Director's Staff
- Mini Patrol
- Ceremonial Cast
- Provost Guard
- Oriental Band
- Motor Patrol
- Hillbillies
- Manchester Shrine Club
- Valley Shrine Club
- Million Dollar Band

Get In Touch

FIRST NAME

LAST NAME

PHONE

EMAIL

PURPOSE FOR CONTACTING OUR CHAPTER:

PLEASE INCLUDE A MESSAGE OR ASK A QUESTION:

SUBMIT >

BEASHRINERNOW.COM

Shriners International Recruitment Tool – ePetition

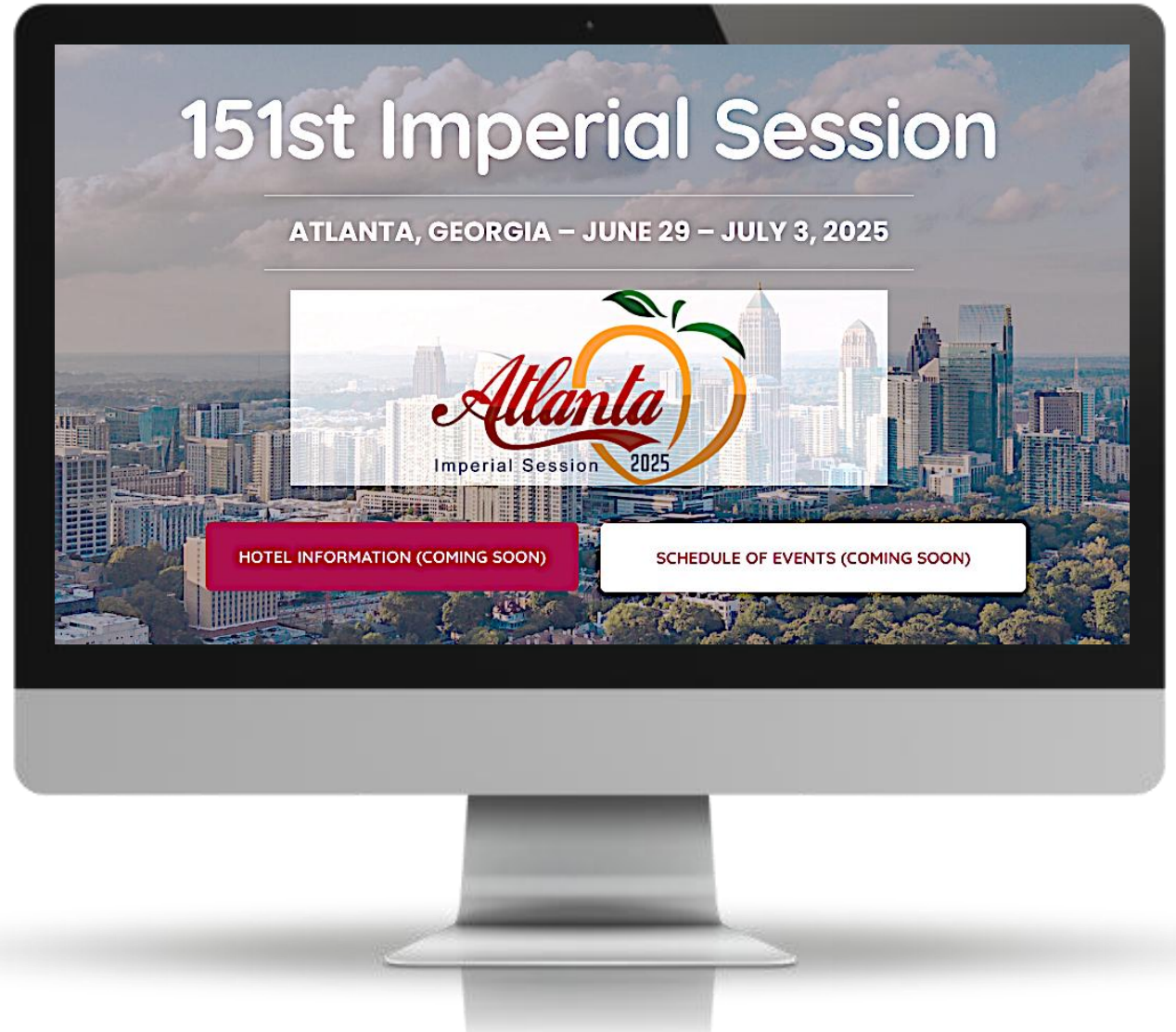
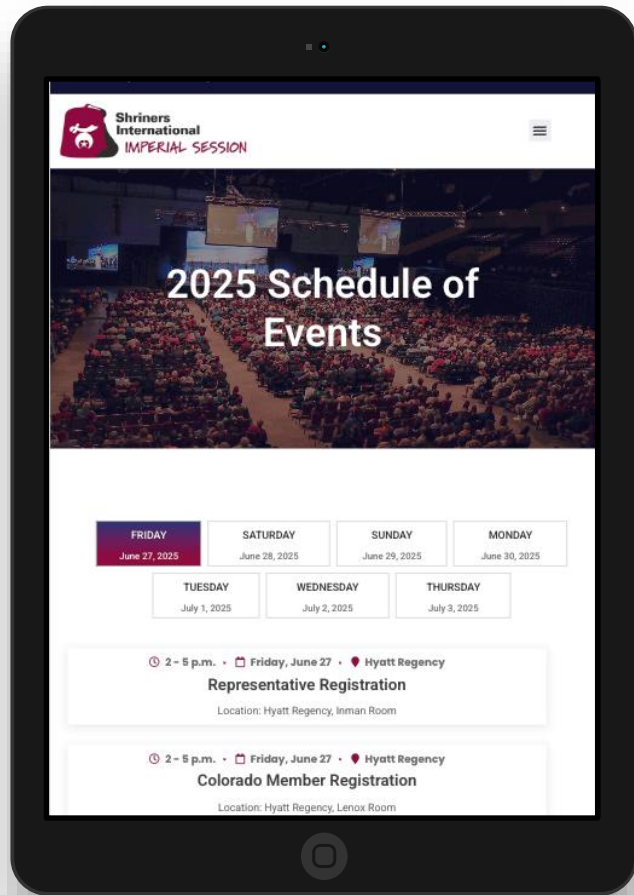
DIGITAL RECRUITMENT TOOL

BeAShrinerNow.com streamlines the membership application process by offering clear, user-friendly steps, reducing friction for prospective members and boosting conversion rates.



IMPERIALSESSION.COM

EVERYTHING YOU NEED TO KNOW ABOUT IMPERIAL SESSION



SHRINERS
INTERNATIONAL

IMPERIAL SESSION

FUN AND FELLOWSHIP

**THE 151ST IMPERIAL SESSION
SHRINERS INTERNATIONAL**
JUNE 29-JULY 3, 2025
ATLANTA, GEORGIA • IMPERIALSESSION.COM

Get ready for the 151st Imperial Session of Shriners International, June 29-July 3, 2025, in Atlanta, Georgia. All nobles, ladies and their families are invited to join Imperial Sir Richard Burke and First Lady Judy for the Fraternity's biggest event of the year.

ENJOY THE 'CAPITAL CITY' OF THE AMERICAN SOUTH
The 2025 Imperial Session will take place in Atlanta, aka the Sweetest Southern City in the South, at the Hyatt Regency Atlanta. Located in the downtown area, the hotel is just steps away from the Peachtree Center, the Georgia Aquarium, the College Football Hall of Fame and the World of Coca-Cola, one of Atlanta's most popular attractions. Downtown Atlanta has an abundance of excellent dining, shopping, arts, culture and entertainment possibilities. Nobles will love exploring this city with their families. Friends and brothers. So come and see this vibrant city for yourself!

EXPERIENCE 'HOTLANTX'
Atlanta is known for its warm welcome to visitors, as well as its history, sports and diversity. This city is thriving, and that is spurring tremendous growth. In 2022-23, Atlanta was the third fastest growing metro area in the United States, the third fastest growing metro area in the United States. Was but the triumphs of the 1960s civil rights movement. At the Martin Luther King Jr. National Historical Park, just a mile from the Hyatt, you can visit his birth home and the historic Ebenezer Baptist Church, which in 2015 was restored to the appearance it had in the 1960s.

Atlanta is also home to the National Center for Civil and Human Rights, a museum dedicated to the achievements of the civil rights movement. It's located across Centennial Park from the World of Coca-Cola Museum and the Georgia Aquarium.

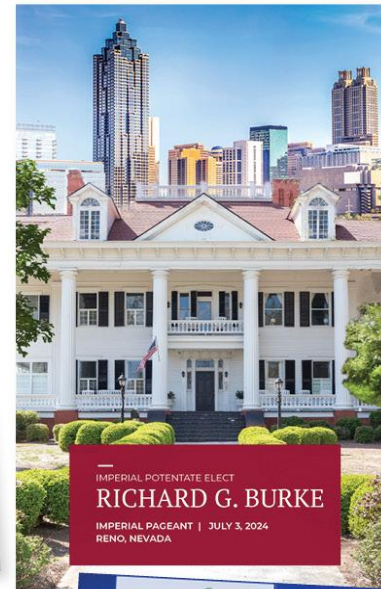
Centennial Park is right across the street from Centennial Olympic Park, the park constructed for the 1996 Summer Games.

Two other sites with historic significance just a short distance from downtown are the Atlanta History Center, in the Buckhead neighborhood, which features the historic Swan House, used as a location for The Hunger Games, and the Jimmy Carter Presidential Library and Museum.

For those less interested in history there are the Atlanta Botanical Garden, with its unique Flora, Fauna and topiary. The Garden is filled with the "world's largest dove-in." They say no trip to Atlanta is complete without a variety chili dog, an order of onion rings and a frosted orange!

WE HOPE TO SEE YOU THERE
The 2025 Imperial Session will be an event where nobles can meet new friends, learn and plan the future. You don't want to miss it. Come celebrate the fun, fellowship and philanthropy that makes Shriners International the greatest fraternity in the world.

Learn more at imperialsession.com




Shriners International Education Foundation Learning Center

**LIGHT THE WAY,
DONATE TODAY!**
IMPERIAL SESSION 2024

Through the generosity of nobles like you, Shriners International Education Foundation (SIEF) delivers education programs through Shriner U, the Noble Academy, and virtual programming that provide practical knowledge you and your brothers can put to work immediately.

Be a leader in helping fellow nobles develop their personal and professional skills when you contribute today to the Shriners International Education Foundation.



For more information, contact Erin G. See erin@shriners.org



Atlanta
Imperial Session 2025

JUNE 29 - JULY 3, 2025
imperialsession.com



SHRINERS INTERNATIONAL
EDUCATION FOUNDATION
PRESENTS

**MEMBERSHIP
SUMMIT**

JULY 2ND
Room: Expo Hall A



SUPPORT MEMBERSHIP INITIATIVES

Multimedia & MarTech Support for SIEF, Campaigns and Programs

Copywriting & Creative Design:

- Promotional Collateral
- Internal/External Communications
- Publication Production: Shriner Magazine

Video Production Support:

- Live Studio Production & Editing
- Event Coverage: OG/AR Conference, Membership, Marketing Conference, and Imperial Session

Email Marketing Support:

- FezCast
- SIEF Programs and Membership Campaigns
- Temple Dues Notices

Marketing and Communications Technical Support

Ticketing platform for events

Virtual Event Solutions

eCommerce Tools

Survey, Polls, and Contests



SUPPORT MEMBERSHIP INITIATIVES

SI BRANDING AND COLLATERAL SUPPORT



SHRINERS
INTERNATIONAL



CRISIS COMMUNICATIONS

HELPING IN TIMES OF NEED



Dear Fellow Nobles,

We are heartbroken to share with you that one of our patients and her mother were aboard the small plane that crashed in Philadelphia yesterday. The young girl had received care from our Shriners Children's Philadelphia team, and they were on their way home to Mexico, via air ambulance, when the crash happened. Because of patient privacy concerns, we cannot say any more about the patient and her family at this time.

The tragic loss of the young patient and her mother is devastating, and we can only begin to imagine the sorrow our Philadelphia hospital staff are experiencing. They provided this child and her family all the love and care that Shriners Children's is known for, and they are deeply grieving. We want to express our gratitude for the unwavering kindness, compassion, and hope they selflessly gave to this little girl and her mother during their time in Philadelphia.

Words can't adequately convey the sorrow we all feel at this tragic loss of life and promise. Our philanthropy's extraordinary mission brings us together to serve children, and today we are mourning together.

Yours in the faith,

Richard G. Burke,
Imperial Potentate, Shriners International

Leslie D. Stewart, M.D.
Chairman, Board of Trustees, Shriners Children's



Nobles don't hesitate to help as wildfires spread

Dear Fellow Nobles,

Like you, we have been watching the news out of Southern California with a growing sense of care and concern. Wildfires in Los Angeles County continue to burn and are proving very difficult to contain and fight. Our thoughts and prayers are with our fraternity members and all residents of the area.

Our local temple, Al Malaikah Shriners, is near downtown Los Angeles and out of harm's way. But Potentate Dario Gamboa has advised that they do have a few members who lost their homes and are currently staying with relatives. So far, we have not received any reports of fatalities among our membership, and we pray it remains that way.

It is no surprise that Al Malaikah has stepped up to support the community. Their efforts are ongoing and include deliveries of food, water and coffee to the first responders working tirelessly under extremely difficult conditions. We are so proud of our nobles, who are making the time and effort to assist others.

While our Shriners Children's Southern California location was not threatened by the flames, it was closed for three days last week due to severely hazardous air quality in the area. Thankfully, the medical center has reopened today. Many staff members were forced to evacuate, while others were standing ready for evacuation orders to be called in their neighborhoods. We are distressed to report that a few staff members have lost their homes, as did the family of one of Pasadena's patient ambassadors. Chief Nursing Officer Beverly Bokovitz told us that as Shriners Children's leaders and staff members in Pasadena navigate the wildfire challenges, we should rest assured that patient and employee safety are the first priority.

As a fraternity, we are called to stand together as brothers and to do all we can to help make the world a better place. We congratulate the efforts of our Al Malaikah brothers and commend them for their service. And we continue to send our best wishes and deepest concern to all who are impacted by this horrific, historic disaster.

Yours in the faith,

Imperial Sir Richard G. Burke
Imperial Potentate, Shriners International

Dr. Leslie D. Stewart
Chairman of the Board of Trustees,
Shriners Children's



Dear Fellow Nobles,

I am sure you have seen pictures and videos of the devastation caused by the back-to-back hurricanes, Helene and Milton.

First the massive Helene slammed into northern Florida with Category 4 winds, bringing record-breaking storm surge and an enormous amount of rainfall along the entire West Coast of the state. But that was just the beginning. States north of Florida also experienced Helene's brutal power. Communities all the way up to western North Carolina experienced some of the most severe impacts of this natural disaster. Many are still facing extreme hardship as colder weather is setting in.

Then, just days later, Milton zipped across the Gulf of Mexico to smash Florida again. With landfall just to the south, the Tampa Bay area was spared the worst of the storm surge, but hurricane force winds raged in already vulnerable communities, a series of deadly tornadoes tore through South Florida, and inland flooding affected areas far from the coast.

Not surprisingly, Masons, Shriners, and their families have been severely impacted. The Grand Masters of North Carolina, South Carolina and Florida have sought disaster assistance from the [Masonic Service Association of North America](#)* to provide urgently needed financial aid to many families who have lost their homes and possessions due to the forces of wind and water. I have personally spoken with all three of these Grand Masters and assured them of Shriners' strong desire to stand by them through this disastrous occurrence.

Shrine Masons are proud to have the opportunity to come to the relief of their brothers and families. Your immediate response to this need is vitally important to our brothers in those states and satisfies the high calling and obligation that each of us has to respond with fraternal charity. Your donations are being gratefully accepted by check or [online](#).

Please take action right now to provide aid and comfort to our Brother Masons and their families who are relying on us. We can take the edge off of their pain. The word "fraternity" is defined by the action we take in this hour of need.

DONATE NOW

Yours in the Faith,

Richard G. Burke
Imperial Potentate

* The Masonic Service Association of North America, which is registered with the United States federal government as 501(c)(3) non-profit organization, is a charitable organization dedicated to providing relief to Masons and Masonic entities.



Our Brothers in California need our help



Dear Noble Brothers,

Devastating wildfires in Southern California have left scenes of unimaginable destruction in their wake. While some neighborhoods stand untouched, others have been reduced to ashes – a stark reminder of nature's indiscriminate force.

Many of our own – fellow Masons, Shriners, and their families – have lost everything. The Grand Master of California has requested emergency assistance through the Masonic Service Association of North America to provide crucial financial aid to these families. This is more than a call for help: it's an opportunity to demonstrate what our fraternity truly stands for.

DONATE NOW

Our Nobles are already on the front lines, working tirelessly to provide immediate relief. Most Worshipful Arthur Salazar, Jr., Grand Master, and member of El Bekal Shriners in Anaheim, has reported countless families in desperate need of basic necessities. Al Malaikah Shriners of Los Angeles are distributing meals and essential supplies, but the need far exceeds current resources.

Most Worshipful Salazar shared a story relayed to him from the Al Malaikah Shriners about a 5-year-old girl who had lost everything. Her only wish? To return home for her teddy bear. This single moment captures the heart-wrenching reality our community faces. In response, the temple launched an emergency teddy bear drive alongside broader relief efforts.

Your donation today to Masonic Service Association of North America fund can provide immediate relief to those who have lost their homes and possessions. As a 501(c)(3) charitable organization, all contributions through the Masonic Service Association of North America are tax-deductible for your 2025 tax return.

To contribute by check, please make checks payable to MSA Disaster Relief Appeal and write "California Wildfires" on the memo line. Send checks to:

Masonic Service Association
813 First Ave SE, Suite 357
Cedar Rapids, IA 52402

Brothers, this is what we mean when we speak of fraternal bonds. This is why we are Shriners. When our community hurts, we respond. When our Brothers need us, we act. Your immediate support will show these families they're not alone in their darkest hour.

The true meaning of fraternity isn't found in words – it's found in actions. Let's take action today.

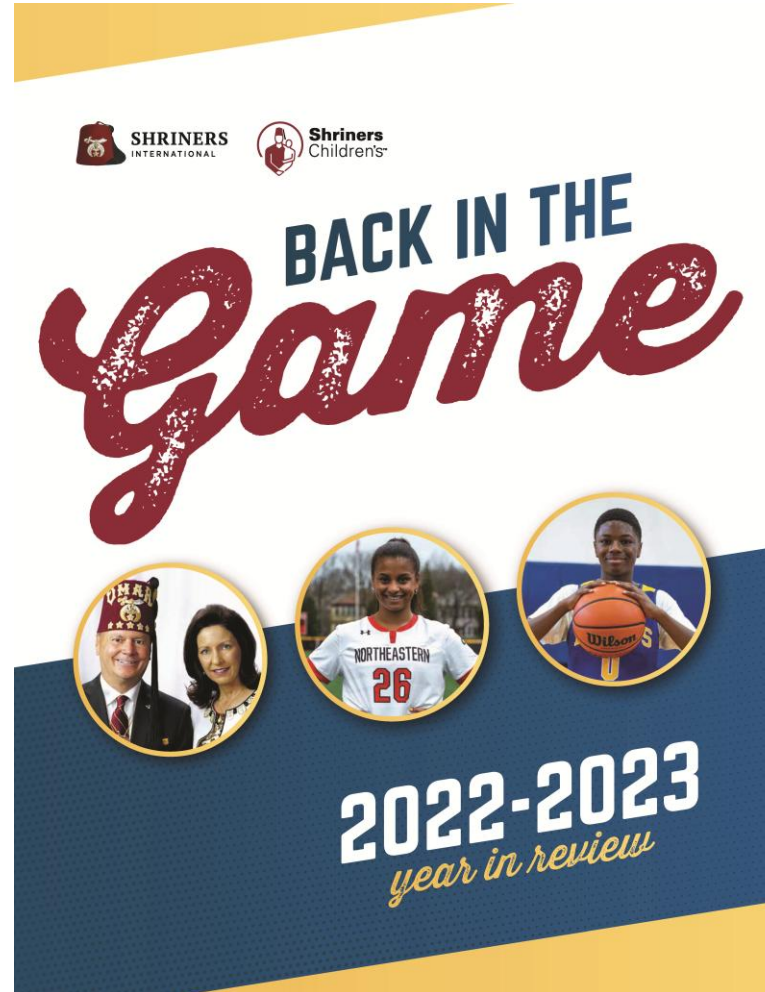
Yours in the Faith,

Richard G. Burke
Imperial Potentate

DONATE NOW

ANNUAL REPORT

YEAR IN REVIEW





FAQs

- Why aren't our ads tagged locally like they used to be?
i.e. Shriners Children's "Facility Name"
- Can we track when a marketing ad response becomes an encounter?
- Don't all of our new patients come from physician referral?
- Why don't we have a phone number on our ads?
- Why don't I ever see any of our ads?
- Can't we have more local control over marketing?
- Does access really matter that much?



2025 MARKETING & COMMUNICATIONS STRATEGY

Research Component

Consumer Focus Groups:

- Females ages 25-54 with at least one child between the ages of 2 and 12.
- Children established with a pediatrician or family medicine doctor.
- Family has health insurance through an employer or self-purchased (Not Medicare or Medicaid).
- Annual household income of \$75K or higher.
- At least some college completed.
- No negative pre-disposition to Shriners.
- Not employed in healthcare.



KEY TAKEAWAYS

Consumer Focus Groups

- The most important proof points center around excellent care and “doing what is right for the patient ” without restriction by insurance or family finances. Doctors who “pioneer” the latest techniques bolster the hospital’s image as innovative and a leader.

KEY TAKEAWAYS

Consumer Focus Groups

Notable:

- There were no barriers or reasons why they would not consider or seek care at Shriners Children's...
- But anniversaries didn't impress them- lack of innovation/societal implications.



SHRINERS
INTERNATIONAL

Voice of the parent...

“They’re more innovative; the doctors are not just following the standard steps or protocol; they will work to figure out exactly what my child needs.”



SHRINERS
INTERNATIONAL



PROVIDER FOCUS GROUPS

Key Takeaways



This study highlights the importance of consistent follow-up communications from the specialists. Not “being kept in the loop” by the specialist is a key barrier for future referrals.



Pediatricians and family medicine physicians have favorable impressions of Shriners Children’s. There were no hesitations or barriers to making referrals to Shriners Children’s, if appropriate for their patient.



Voice of the provider...

“As soon as I see something that is out of my realm, either if diagnosis or treatment. It’s as simple as that. It could be skin, it could be orthopedics, it could be neurology. As soon as I can’t diagnose it or I can’t treat it, I refer.”

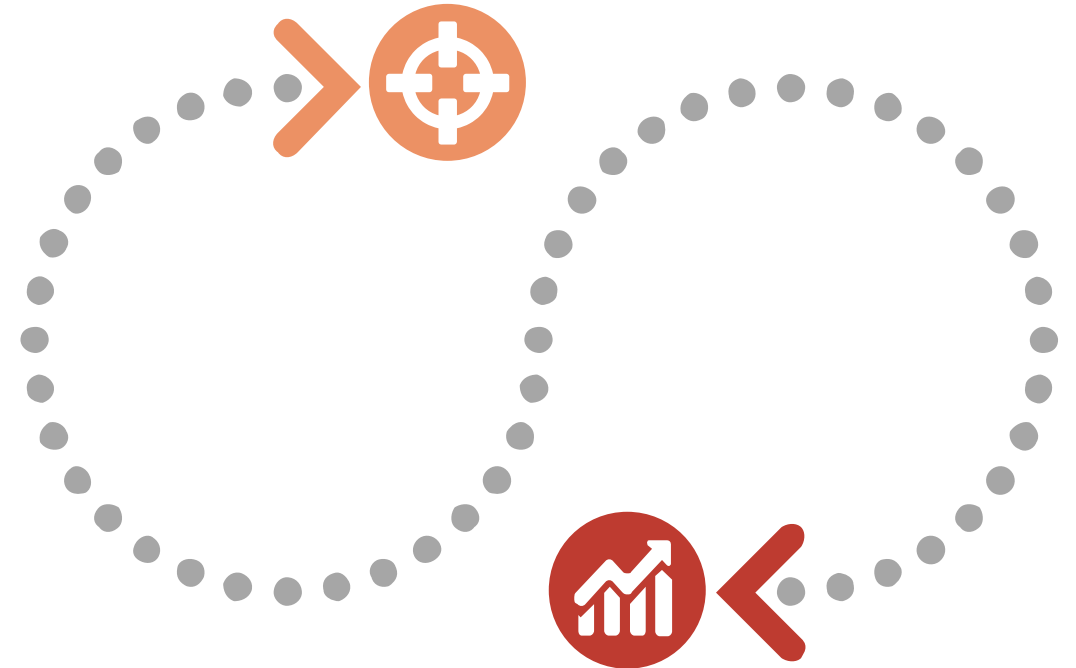
“I will refer to Shriners when it’s a challenging diagnosis or due to the severity of the illness because Shriners doesn’t care what insurance you have.”

“I will refer patients to Shriners when I don’t have confidence in the medical groups that their insurance wants them to use.”



2025 MARKETING & COMMUNICATIONS STRATEGIC GOAL

To leverage our powerful and well-recognized international brand, coupled with targeted creative that strongly informs audiences of our care offerings, to achieve 10% growth in patient volumes in 2025.





WHAT ARE THE COMPONENTS OF OUR STRATEGY?

**SOCIAL MEDIA
STRATEGY**
(Paid and Organic)

**DIGITAL
STRATEGY**
(Paid and
Organic)

**BROADCAST
MEDIA
STRATEGY**
(Advertising)

**EARNED
MEDIA
STRATEGY**

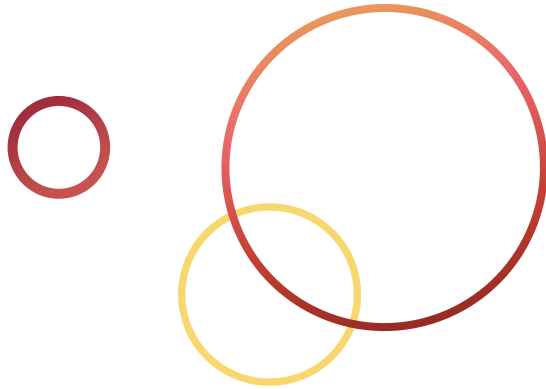
BRAND STRATEGY



SHRINERS
INTERNATIONAL

EMPOWERING THE EXTRAORDINARY

SHRINERS CHILDREN'S



- 6 New Broadcast Spots
- New graphic treatment evolving the “circle theme”
- The ribbon in each design is completely unique to the patient featured. A single row of pixels stretched wide and twisted, it’s meant to be a visual representation of that child’s unique and extraordinary DNA strand.
- Visually, each patient is meant to appear emerging from a circle “portal” representative of the protective circle of the Shriner’s Children’s logo. This is dually symbolic of the encompassing care they receive and representational of the new life they lead as a result of their care.

THE MOST
AMAZING CARE
ANYWHERE

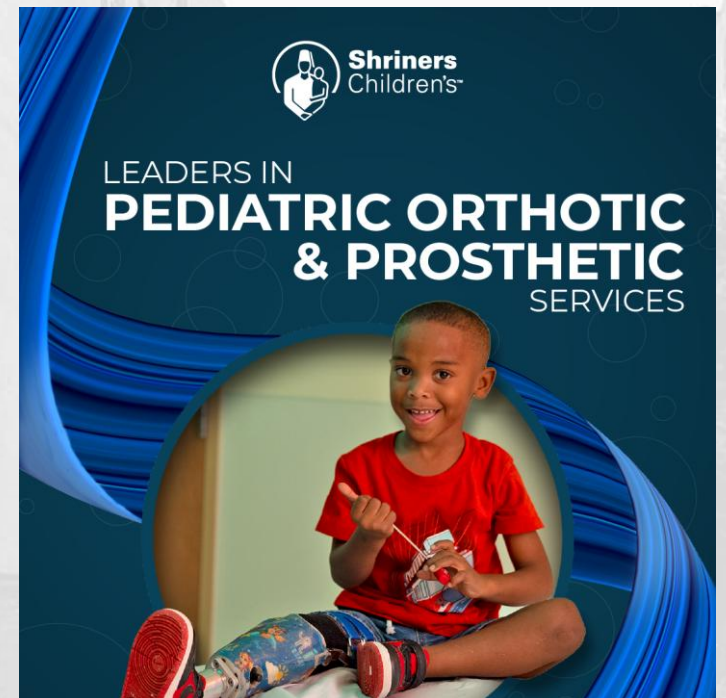
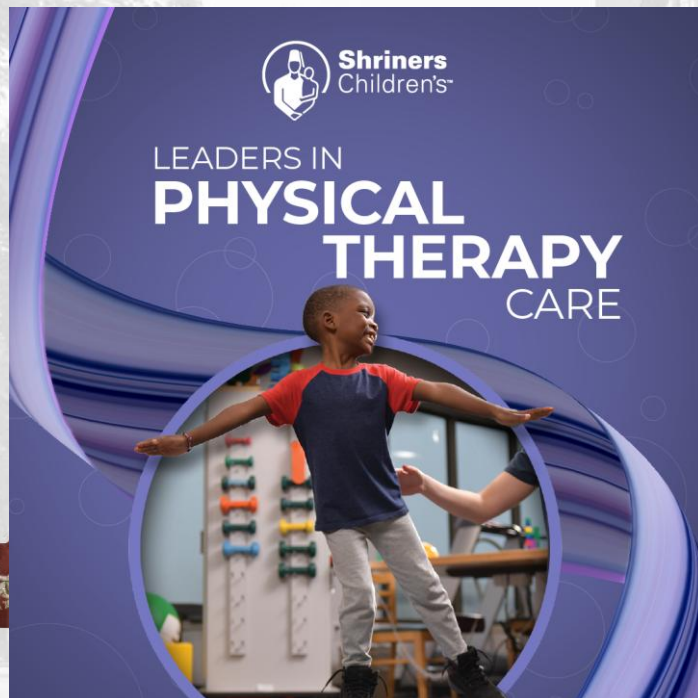


Shriners
Children's

THE MOST
AMAZING CARE
ANYWHERE



Shriners
Children's™





WORLD-CLASS
ORTHOPEDIC
CARE



[SCHEDULE APPOINTMENT](#)



WORLD-CLASS
ORTHOPEDIC
CARE



[SCHEDULE APPOINTMENT](#)



ORTHOPEDIC CARE



[SCHEDULE APPOINTMENT](#)

The word "Questions?" is centered in a large, red, sans-serif font. The text has a subtle gradient, transitioning from a darker red on the left to a lighter, more orange-red on the right. Surrounding the text are several thin, circular outlines. In the top left, there is a large circle and a smaller one below it, both in a dark red color. To the right of the text, there is a large circle and a smaller one below it, both in a dark red color. The circles have a slight gradient, matching the text's color scheme.

Questions?