



Temples Recorders and Treasurers

ASSOCIATION MEETING

Tammy M. Robbins

Senior Regional Director
Marketing & Communications
May 23, 2026 | Amarillo, Texas



What we'll cover

- A little about your marketing team...
- “No one has heard of us”
- Shriners International marketing tools
- Shriners Children's patient acquisition advertising



Shriners
Children's

One Mission, One Future:
Vision 2035



“No one has
ever heard
of us!”

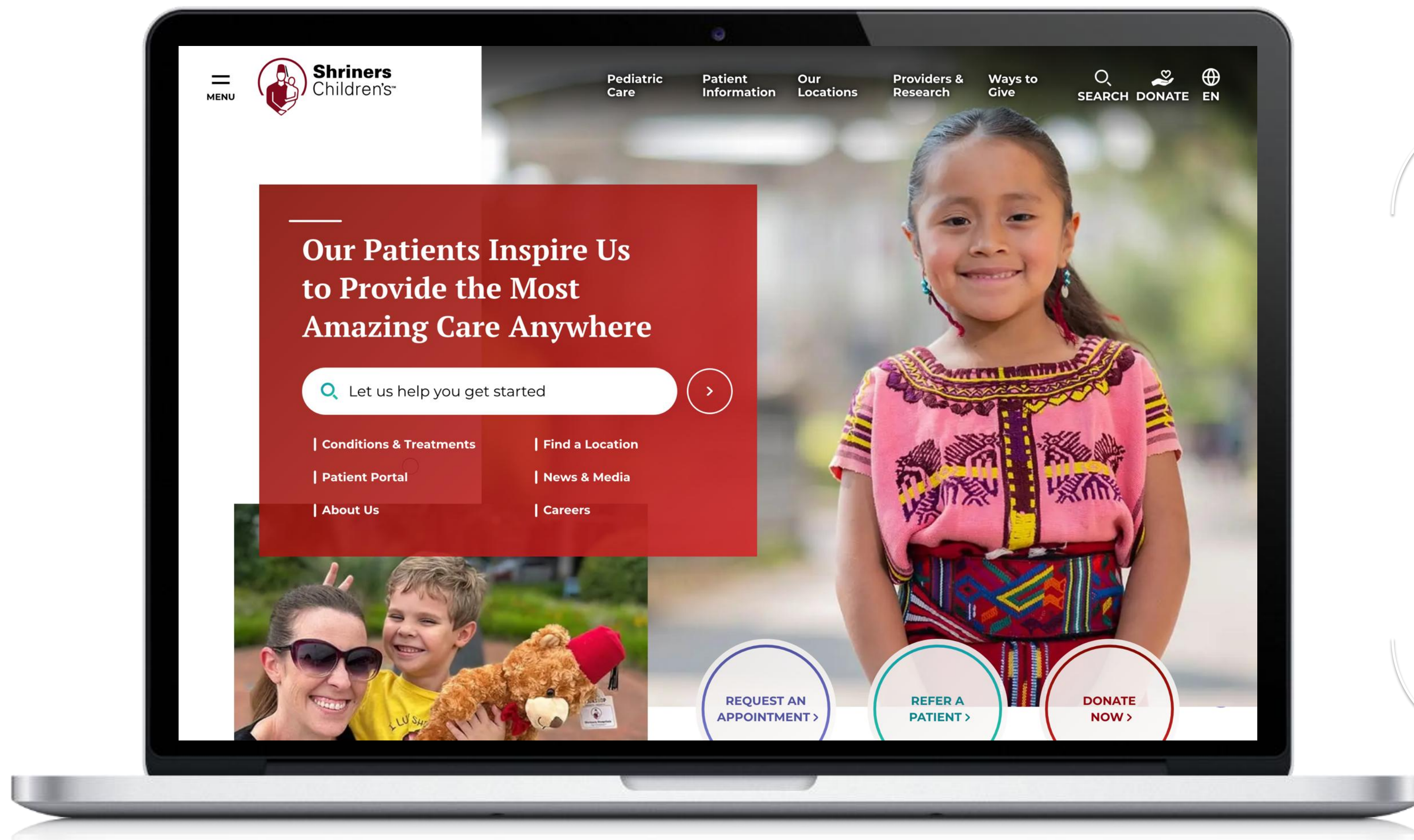




- MORE THAN -
1.5 MILLION
UNIQUE DONATIONS

- MORE THAN -
9 MILLION
DONORS IN OUR
DATABASE





In 2025 alone,
our website had
11.3 million
visitors – the
most ever



9%
**patient growth
as a system**

3% growth is industry standard



Combined social media following of nearly **2 million**

(comparable to St. Jude / but way higher than other pediatric healthcare systems)



**450 STORIES PLACED IN
THE MEDIA** throughout the US,
Canada and Mexico
(pitched by our team)

**PUBLICITY VALUE
OF \$50 MILLION**
(8x the industry standard for
non-profit organizations)

Non pitched/passive media
resulted in **14,300 mentions**
in media coverage – generating
6 billion impressions. **People
see us in the news every day.**

The Most Trusted Nonprofits in the U.S.

Ordered by net trust (the share who trust minus the share who distrust)

- **St. Jude Children's Research Hospital**
Finding cures. Saving children.
St. Jude Children's Research Hospital 60.3 Net Trust
 - **Make-A-Wish Foundation**
55.1
 - **American Red Cross**
52.4
 - **American Cancer Society**
51.3
 - **American Heart Association**
51.1
 - **Ronald McDonald House Charities**
Keeping families close.
Ronald McDonald House Charities 49.9
 - **Habitat for Humanity**
49.0
 - **Special Olympics**
48.7
 - **Humane Society**
47.6
 - **The Salvation Army**
47.4
 - **girl scouts**
Girl Scouts of the USA 47.2
 - **Shriners Hospitals for Children**
47.0
 - **ASPCA**
American Society for the Prevention of Cruelty to Animals (ASPCA) 47.0
 - **Goodwill**
46.1
 - **MAYO CLINIC**
Mayo Clinic 43.0
- MORNING CONSULT™

Top 15
“Most Trusted
Charities”
by Morning Consult
– 5 years running



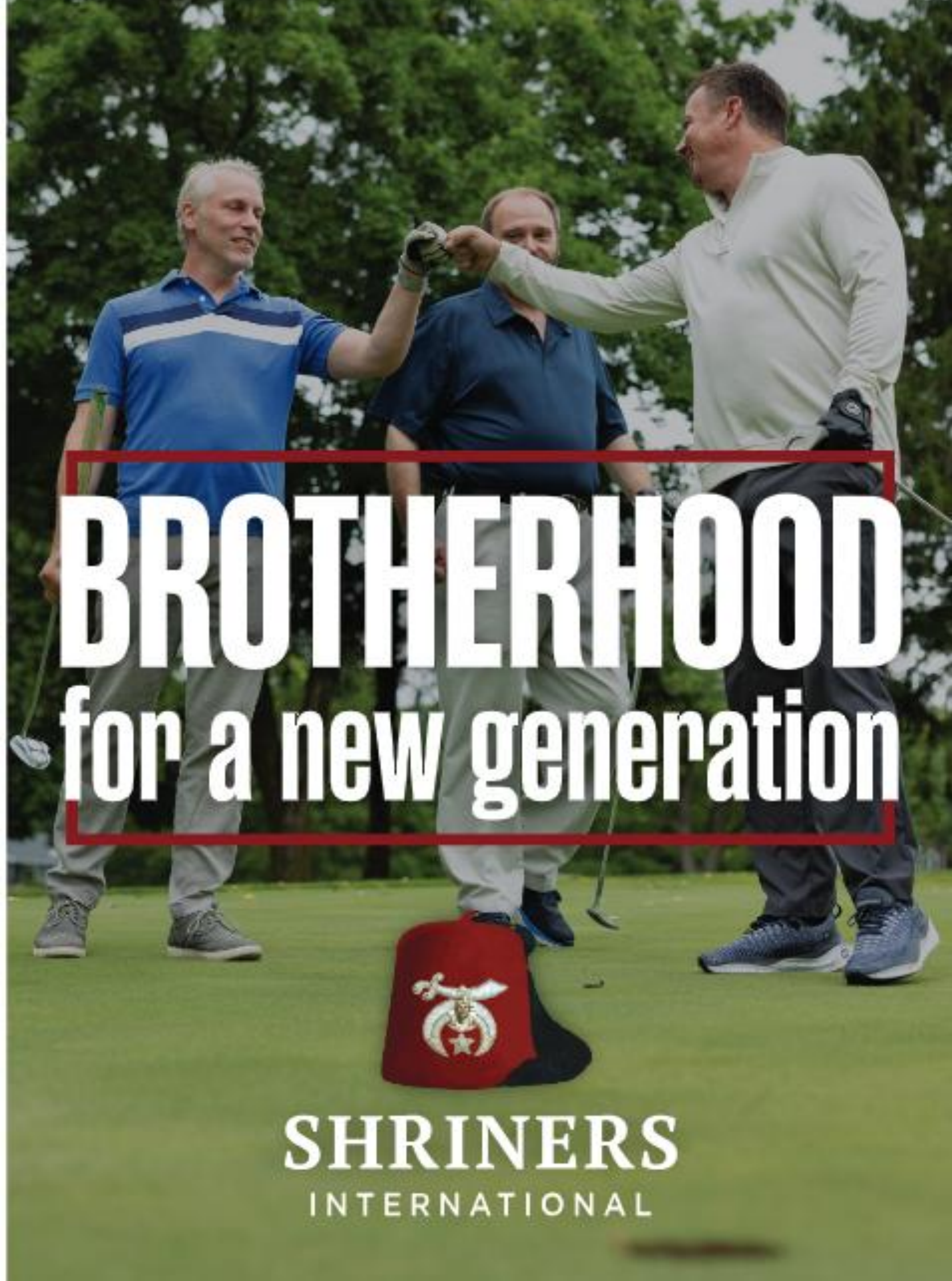
65% of parents with children in the household were aware of Shriners Children's, representing a 15.2% lift in brand awareness in 2025 compared to the control group who did not see our ads.

❖ *According to brand lift study conducted of women in Chicago ages 25-54 with children age 0-12 in the home*

“Spread the
word: we are
no longer a
“best kept”
secret!”



SHRINERS INTERNATIONAL MEMBERSHIP CAMPAIGN ASSETS



BROTHERHOOD
for a new generation

SHRINERS
INTERNATIONAL



LEAD NOW
Leave a legacy forever

SHRINERS
INTERNATIONAL



Some follow footsteps
OTHERS LEAVE THEM

SHRINERS
INTERNATIONAL



BROTHERHOOD
for a new generation

SHRINERS
INTERNATIONAL

MEDIA KIT

ADVERTISING IN YOUR TEMPLE CATCHMENT AREA

This media kit has been developed to provide each Shriners International temple and its nobles access to a **library of creative assets** such as video, print ads, outdoor, and social media ads for use in advertising.

The creative assets accessible to each temple are designed in effort to raise the awareness of Shriners International among Blue Lodge members, and to help attract new members, in the age range of 40-55, to the fraternity.



Brotherhood for a New Generation

You'll find the entire campaign with Shriners International branding ready for download on the link.

- :30 video for web (x3)
- Social media video cuts (x3)
- Social media static ads
- Posters
- Print Ad (full and 1/2 page sizes)
- Outdoor Billboards (14x48 and Digital)

Format: Anything requiring print production is provided as a hires PDF, ready for download and submission to a printer or production partner.

STEP TWO: CUSTOMIZING THE NEW CAMPAIGN

Select assets within the recruitment campaign, *Brotherhood for a New Generation*, are customizable to each temple, with instructions to follow. This includes:

- Posters (x3)
- Print Ad (x2 sizes) - resized ads available upon request
- Video graphic end card

If you would like any of these assets customized for your temple, please scan the below QR code to submit your request, allowing 3-5 days for completion.

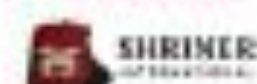
*If you would like any of these assets customized for your temple, please scan the below QR code, or click **HERE** to submit your request, allowing 3-5 days for completion.*



With respect, understanding, and personal responsibility,
it is a world that makes meaningful and memorable experiences.
DISCOVER YOUR NEW GENERATION.

The path to a better world begins with
**THOSE BRAVE ENOUGH
TO LIGHT THE WAY**

With respect, understanding,
and personal responsibility,
it is a world that makes meaningful
and memorable experiences.
DISCOVER YOUR NEW GENERATION.



Yaarab Shriners • BeaShrinerNow.com



Upon customization, a production-ready file will be supplied to you bearing your temple logo and name.

Customized Upon Request:

Video is supplied carrying the Shriners International brand, but can be customized upon request.

Customization of video consists of adding an end card revealing the SI logo + temple name.



Non-customizable:

Outdoor (due to close proximity to temple and brand association)

Social Media Ads (branded by placing on local social platforms)

Social graphics carry only Shriners International branding with customization happening when these ads are posted from the Shrine Temple's Facebook page – where the association to the local temple will be evident.



STEP THREE: GUIDELINES FOR SHARING MEDIA

Poster

Intended distribution: Print and hang at Blue Lodges or anywhere men in our age range, potential Shriners might be present.

A series of three (3) posters is available.

- Download the 18x24 poster and send the files to a local printer.
- Each PDF supplied is a print-ready file.
- Order in quantity batches for best value.



Print Ad

To be used for local media distribution.

The path to a better world begins with
**THOSE BRAVE ENOUGH
TO LIGHT THE WAY**

Real impact. Lifelong bonds.
And purpose you can feel.
In a world that craves meaningful
and memorable experiences,
**DISCOVER BROTHERHOOD
FOR A NEW GENERATION.**



SHRINERS
INTERNATIONAL

Young Shriners • BeaShrinerNow.com



The path to a better world begins with
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SHRINERS
INTERNATIONAL

Young Shriners • BeaShrinerNow.com



Outdoor (Billboard)

Intended distribution: Supply art when billboards are contracted (by the temple) through local outdoor media.

- Billboards vary by size, and can be static (vinyl) or digital (LED).
- Boards have been supplied in a range of common sizes for printed boards (14x48), and one file for digital.
- PDF is print-ready for the local media company.

Note: Like Social Media, these are not customized by temples due to proximity of the placement to the local temple for brand association.

BROTHERHOOD
for a new generation



SHRINERS
INTERNATIONAL



LEAD NOW
Leave a legacy forever



SHRINERS
INTERNATIONAL



Some follow footsteps
OTHERS LEAVE THEM



SHRINERS
INTERNATIONAL



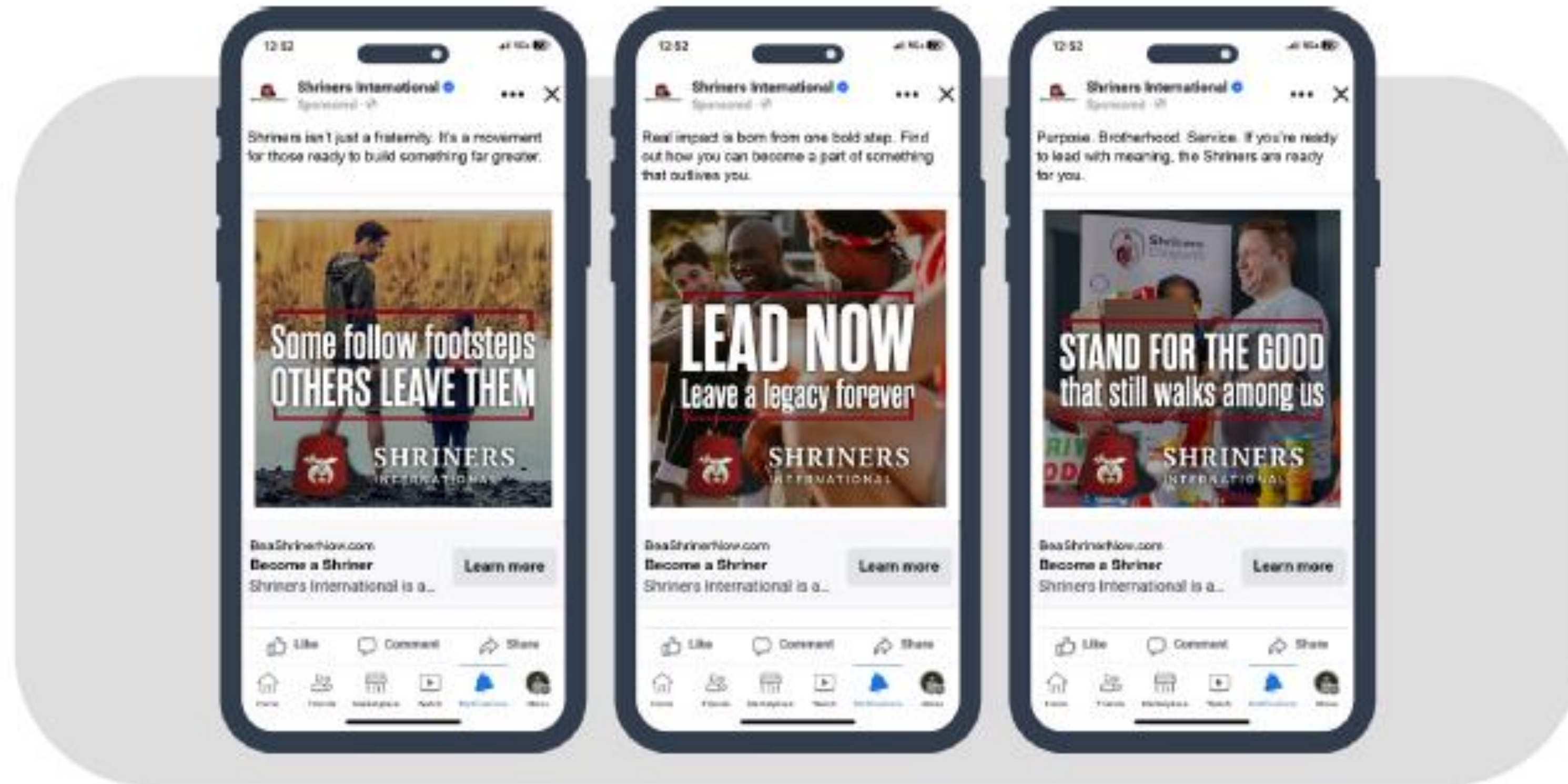
Social Media Ads

Intended distribution: Organic social media campaigns to drive awareness, engagement, and invite new members to the organization. Platforms to Consider for your temple accounts:

- Facebook / Instagram (otherwise known as Meta)
- Use video across Instagram and Facebook Stories as Reels
- LinkedIn (for broader institutional engagement)

Distribution Tips:

- Minimum of 2x per week. Use scheduling tools like Meta Business Suite to coordinate posts.
- Mention your city/temple name to personalize.
- Always include hashtags, for example: #Brotherhood, #NextGeneration #BeAShrinerNow
- Increased Impact: Tag local influencers, partner organizations, and the Shriners fraternity account for even more exposure. Encourage staff and community members to repost and share.



Video Series

How to Use Video

Leveraging Video Assets on Local Websites as Homepage Features: Embed the latest campaign video prominently on the homepage.

Purpose: Reinforce campaign messaging and engage visitors directly on your temple website.

Landing Pages: Create a “Why Join” section featuring impact stories and new member testimonials

YouTube Embeds: Use links from the official YouTube channel to ensure optimal playback and brand compliance.

Technical Notes: Use responsive embed codes for mobile optimization. Include closed captions or transcripts where possible for accessibility. Feature a clear call-to-action below each video (e.g., “Join Our Mission”).





Broadcast Media

Television & Radio

Video files, as supplied in the Creative Asset Library, are not formatted for television or radio.

In the case your temple has established relationships with local media reps, and places any media buys for broadcast (TV or Radio) and you desire files for distribution, you may contact Veronica Ambuehl ([***veronica@bammarketingagency.com***](mailto:veronica@bammarketingagency.com)) at BAM Marketing Agency for broadcast-ready tv files, or ready-to-air radio mp3 files related to *Brotherhood for a New Generation*.

PATIENT ACQUISITION MARKETING



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Fundraising vs. Patient Acquisition

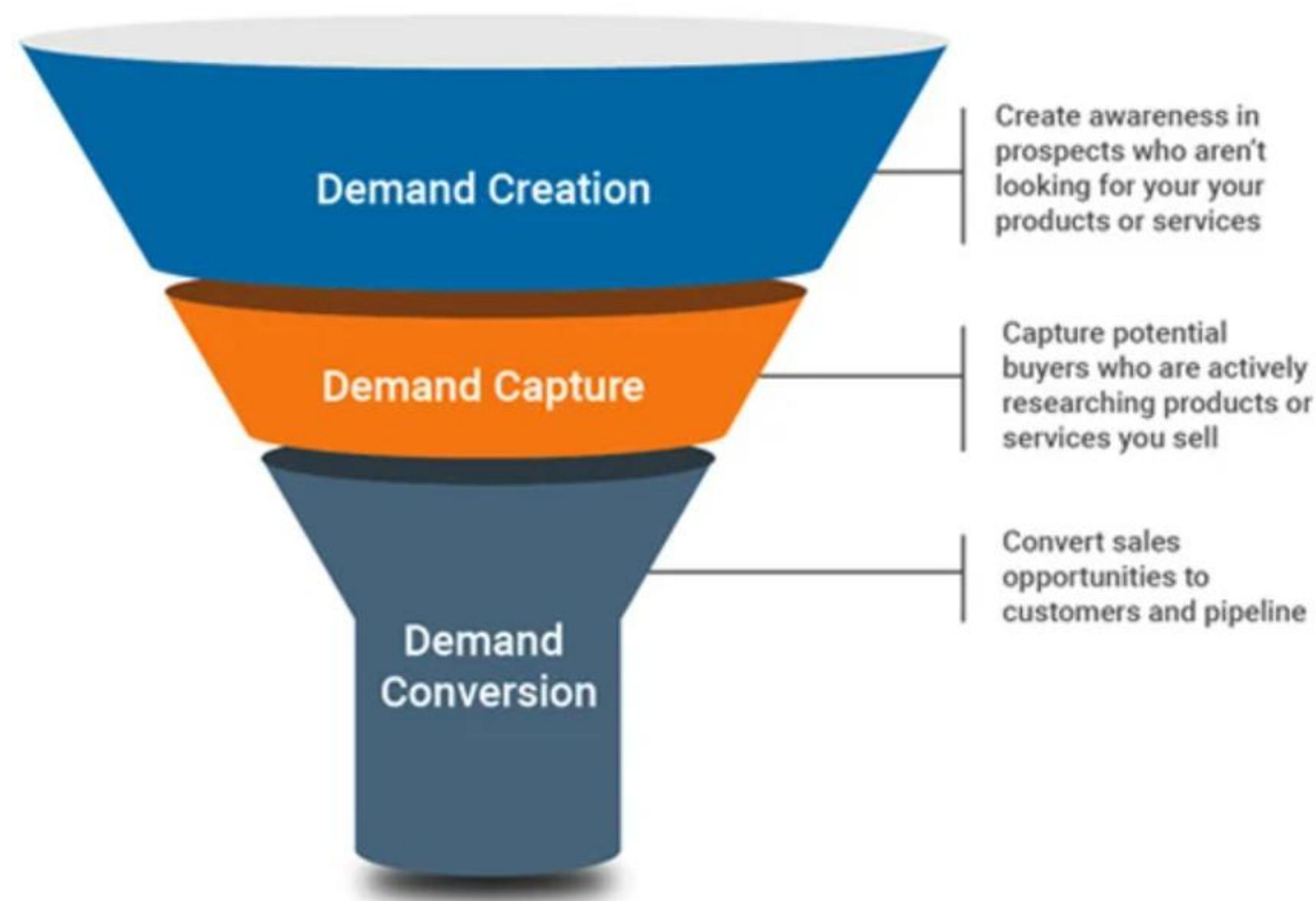
- Different audiences
- Different messages
- Different goals

the most
**AMAZING
CARE**
anywhere™



Marketing Strategy Overview

Demand Generation Funnel



The Marcom Department uses an omnichannel/multi-layered marketing strategy **tailored to** primary and secondary markets for **St. Louis**.

Our approach is designed to drive both **brand awareness (demand generation)** and **demand capture** (converting an interested parent to making appointment), leveraging a mix of traditional and digital channels for maximum reach and attribution.



Multi-Layered Marketing Strategy

*Today's
focus*



AWARENESS

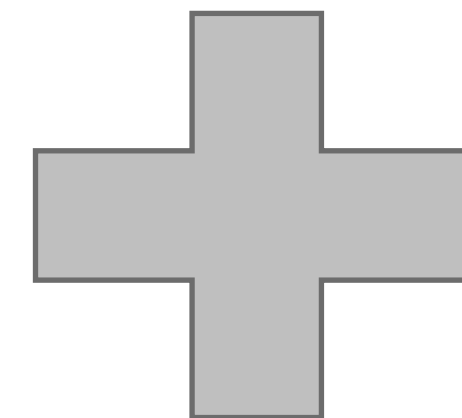
- Television, Radio, Out of Home
- Provider Target: Conference Sponsorships

EDUCATION/CONSIDERATION

- Connected TV, Meta, TikTok, YouTube, Display, Programmatic
- Provider Target: 1:1 Direct Mail & Email

ACTION/CONVERSION

- Google Search
- Provider Target: Digital Retargeting



PAID MEDIA

EARNED MEDIA

OWNED MEDIA

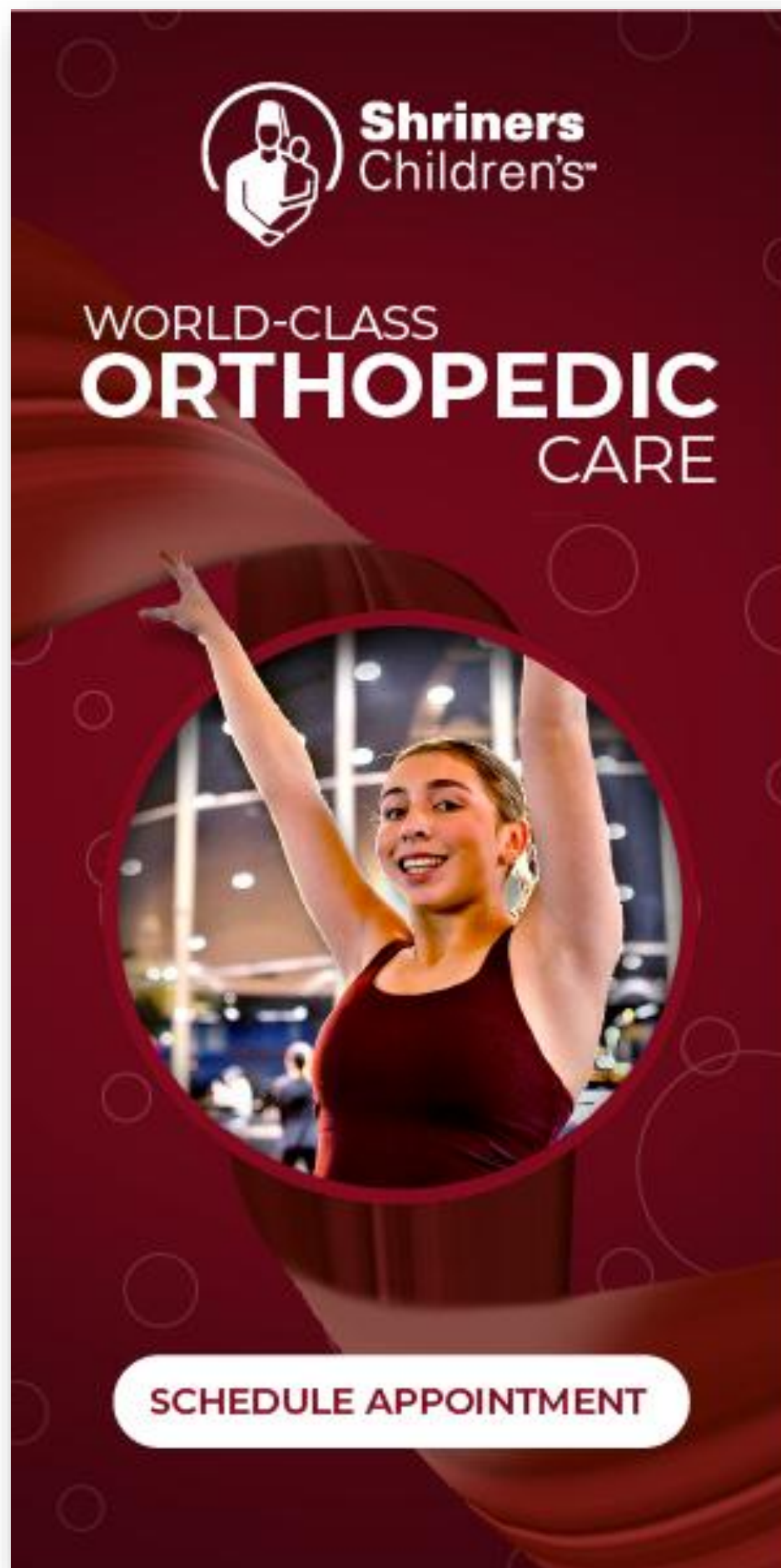
SHARED MEDIA



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One Mission, One Future:
Vision 2035

CREATIVE – Current Ad Campaign



Our latest campaign—"Empowering the Extraordinary"—evolves our legacy platform, *The Most Amazing Care Anywhere*.

This creative platform highlights key service lines including orthopedics, cleft lip and palate, burn care, scoliosis, sports injuries, and other orthopedic conditions.

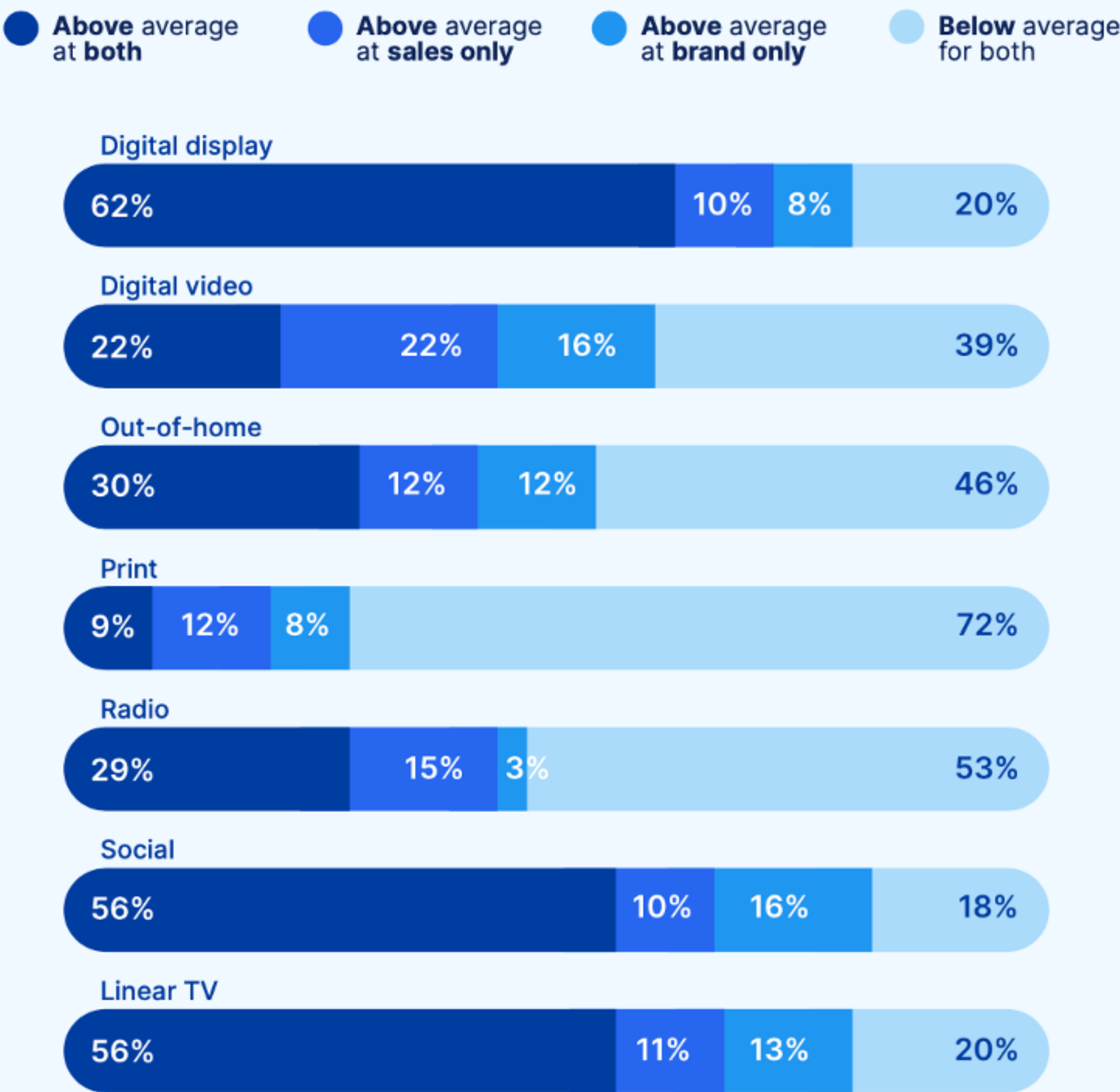
Informed by patient and caregiver focus groups, this campaign delivers more direct, specialty-focused messaging to match location needs, emphasizing our unparalleled clinical expertise while celebrating the life-changing outcomes made possible through our care.



2026 Marketing Strategy & Overview

Awareness, Acquisition, Reach and Frequency

Some channels, like display, social and TV, are better at full-funnel effectiveness than others



Our agency chooses the media mix based on data, including the Nielsen ROI report, which indicates the mediums most effective for branding (demand generation) and sales (acquisition). Generally, digital display retargeting, social and TV are strong for both sales and brand objectives about 60% of the time. Radio and out-of-home deliver above-average results on at least one objective about half of the time.

We include all high-performing platforms for awareness and acquisition, supplemented with other media platforms to increase **reach and frequency**.

TELEVISION



6 total spots

- Anthem - general
- Scoliosis
- Sports Injuries
- Orthopedics
- Burns
- Cleft Lip & Palate

Television provides the most efficient and broad reach to build **brand recognition** and **general awareness**. With the correct messaging, it creates trust and familiarity of the brand, enhancing the online campaigns and business-to-business marketing (patient referrals).

Our agency negotiates a high-frequency/highly-viewed schedule at below market value on specific target demographic programming.

Demographic:	Women 21-34 Adults 21-34
Stations/Networks:	Local affiliates cable networks
Flight Dates:	January-December 2026
Budget Distribution:	29%

CONNECTED TV / OTT (Streaming)

CTV video advertising helps advertisers expand their reach beyond linear TV to the cord-cutters and cord-nevers who are streaming their entertainment instead. There are a variety of places where the ad could be shown, in content such as premium TV shows, apps that stream news videos, and more. CTV is purchased by impressions and CPM on a variety of target demographics and behaviors, that include the following:



Demographic:	Parents 25-49
Households:	Children under 13 in home
Dates:	January-December 2026
Budget Dist:	26.5%

OUT OF HOME (Billboards & bus/trains)

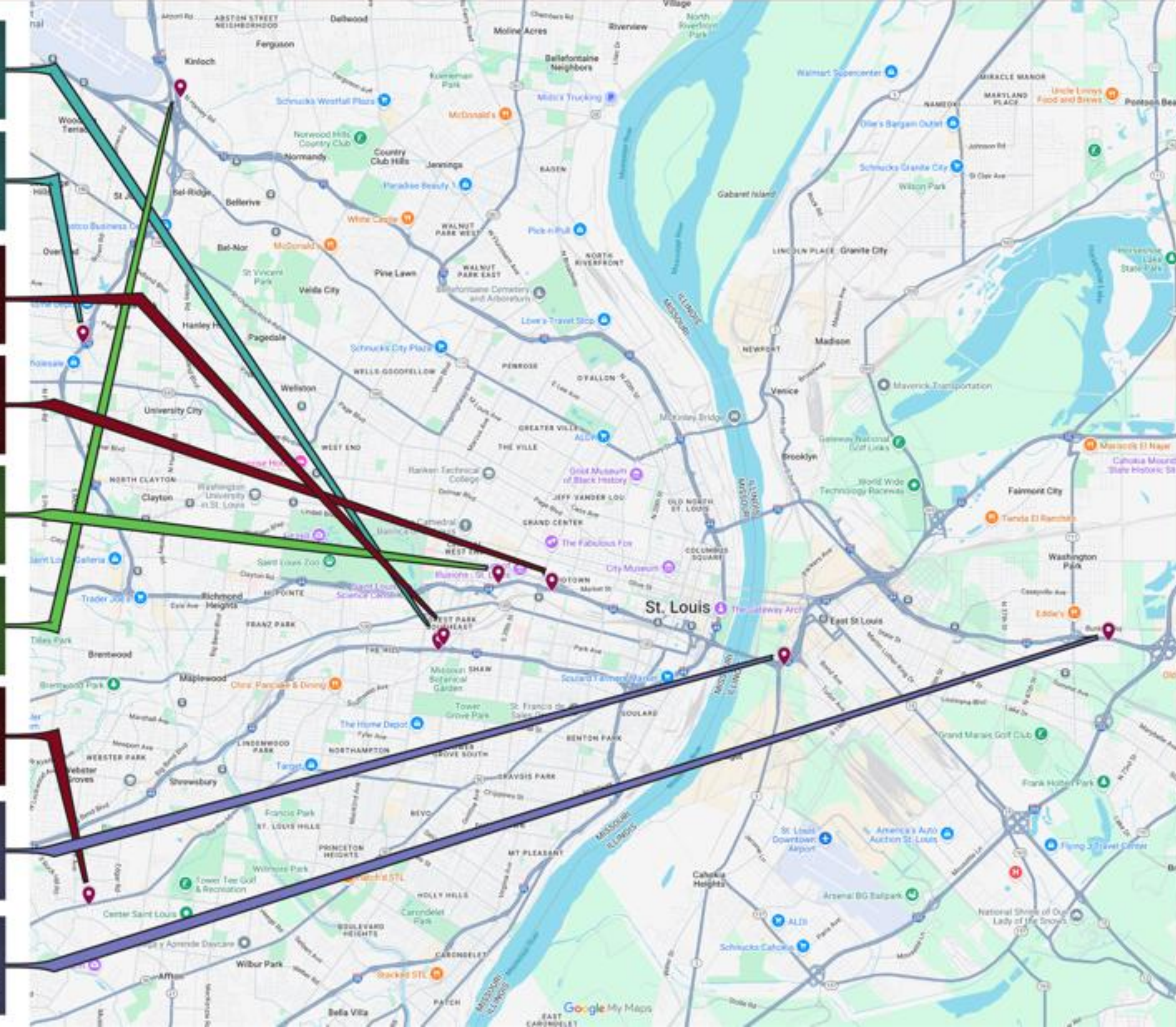


The Shriners PAM campaign will use outdoor advertising to supplement other media platforms, with the focus being on the brand name for recall. When “out of home” advertising is combined with other advertising in an integrated media plan, it is proven to extend reach, amplify a campaign, and drive consumers to engage with brands online.

Dates: April - December 2026 | Budget Distribution: 9.5%



SAINT LOUIS BILLBOARDS



DIGITAL MEDIA

Reaching mom where she consumes most of her media: on her phone



Digital media is used to complement traditional advertising tactics and will focus on specific service lines and conditions. The goals are brand awareness and to capture demand: generate engagements to the website, and generate conversions – phone calls and request appointment web forms.

Demographic: Parents 22-50 | Custom | Lookalike | Retargeting

Households: Children under age 18 in the home

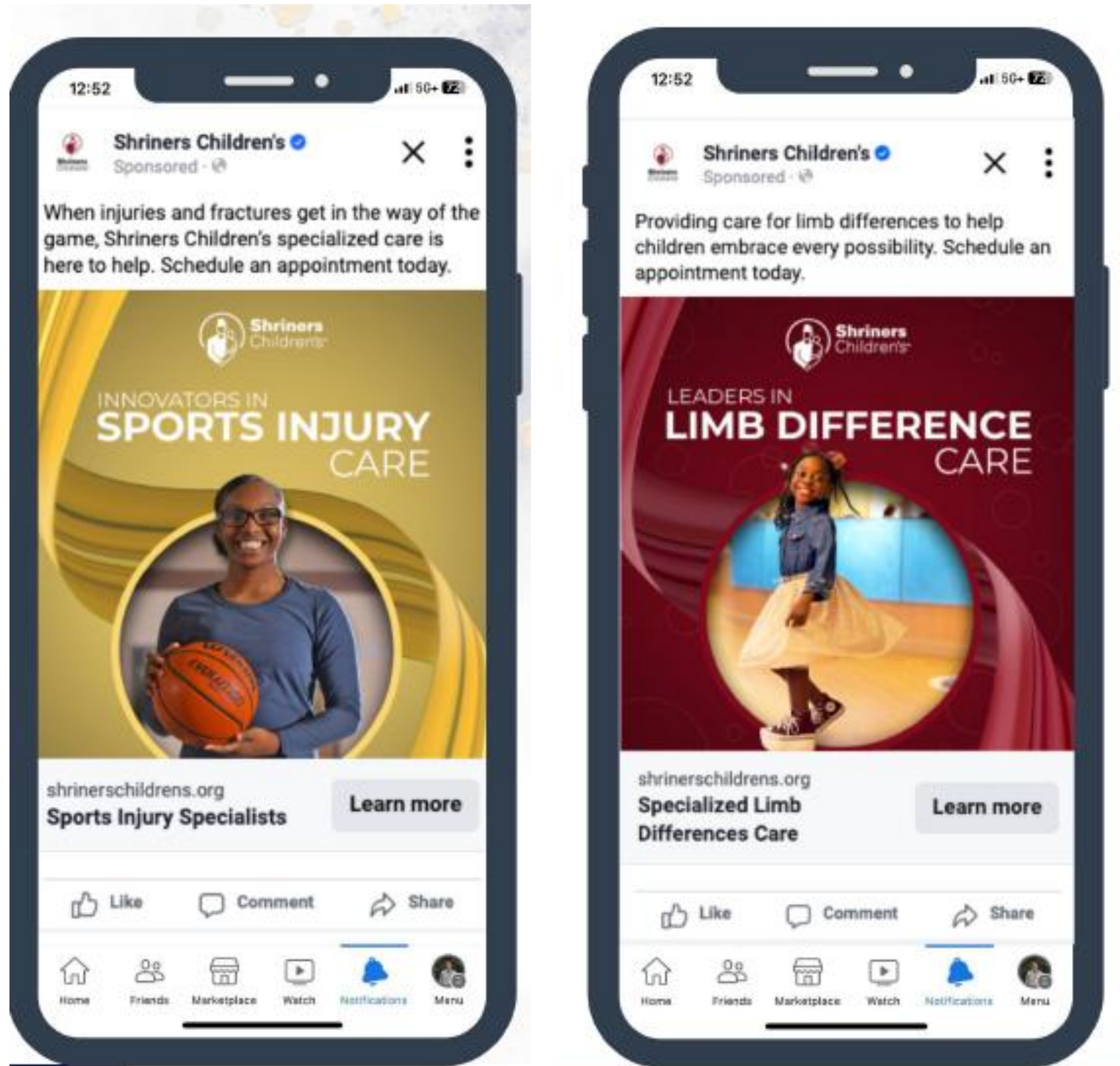
Geographic: STL DMA & Secondary Markets

Flight Dates: January-December 2026

Budget Distribution: 32%

TYPES OF DIGITAL ADVERTISING

Reaching parents in a fragmented media scape



- **Paid Social Media** - Social media campaigns (Facebook, Instagram, TikTok will include strategies focused on generating conversions, user actions, and awareness.
- **Display Retargeting** - Digital retargeting will be used to target individuals who have previously visited specific pages on shrinerschildrens.org.
- **YouTube/Pre-roll** - YouTube strategies will target individuals who are actively researching medical conditions and service lines. *(YouTube is the second largest search engine next to Google)*
- **Search Engine Marketing** (local supplement for national efforts)

MORE WAYS we reach moms

Reaching mom where she consumes most of her media: on her phone



- Brand Awareness – National lifestyle shows/morning TV
- Website content: stories, video, provider features
- Social Media - local and national posts, reels, stories
- Sponsorships – museums, aquariums, family destinations
- **Earned Media**

We also work to support our physician liaisons and business development team members by reaching providers:

- Direct mail and email
- Social media targeting
- National conferences like AAP, NASN, ABA and POSNA



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Children's™

Thank you