



# SHRINERS

## INTERNATIONAL

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### Campaign Media Guide

## MEDIA USAGE GUIDELINES

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.

### STEP ONE: ACCESSING THE CAMPAIGN ELEMENTS

The Shriners Children's MarCom team has developed an accessible library to house a series of videos, social media ads and other graphic design pieces for advertising use.

This link below is developed exclusively for Shriners International, and once in the library, no further login will be required.

To access the CREATIVE LIBRARY (as detailed above), [click here](#).



#### **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:

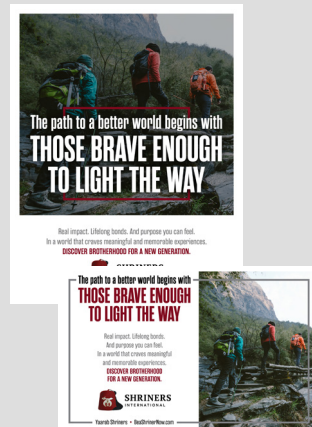
- Posters (x3)
- Print Ad (x2 sizes) - resized ads available upon request
- Video graphic end card

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.*



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



### Customized Upon Request:

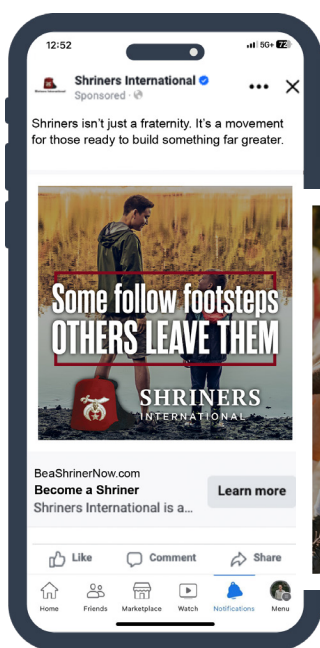
Video is supplied carrying the Shriners International brand, but can be customized upon request. Customization of video consists of adding an end card revealing the SI logo + temple name.

### 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.

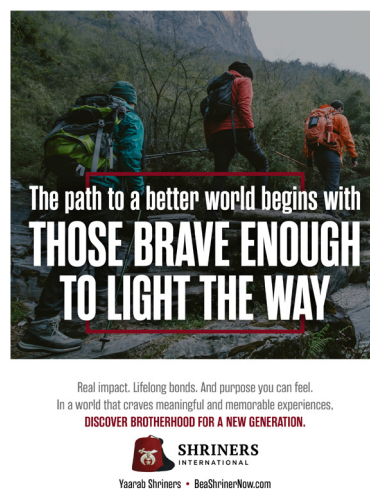
A series of three (3) posters is available.

- 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.



## 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.*



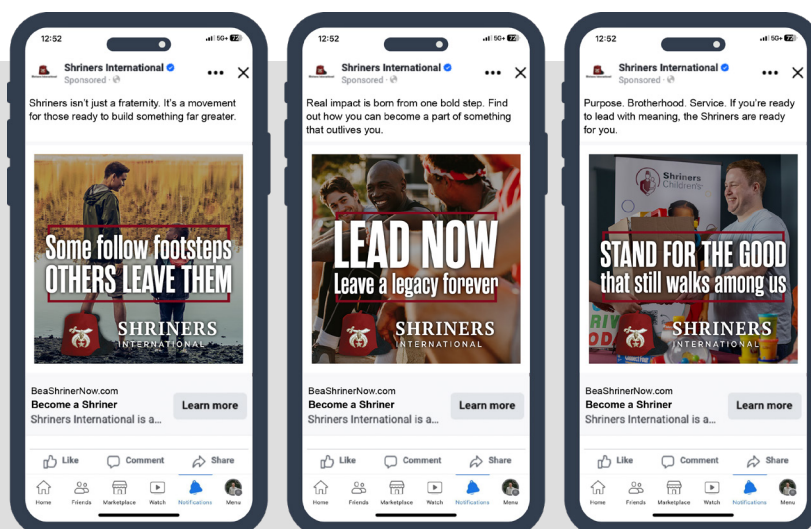
## Social Media Ads

**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*.