



Shriners International Fraternal Styleguide

Boilerplates

boilerplate (fraternity press releases): *Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth with nearly 200 temples (chapters) in several countries and thousands of clubs around the world. For more information, please visit shrinersinternational.org.*

boilerplate (fraternity – option 2): *Shriners International, a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth, founded Shriners Hospitals for Children as its official philanthropy in 1922. What began as one hospital is now a world-renowned health care system with 22 locations in three countries. The fraternity, which has nearly 200 chapters in several countries and thousands of clubs around the world, continues to operate and support this unique health care system. Please visit shrinersinternational.org to learn more.*

Statements (within general content)

Shriners International: *Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth with nearly 200 temples (chapters) in several countries and thousands of clubs around the world.*

(Also see boilerplate entries.)

Shriners International (as it relates to the health care system): *Shriners International is the fraternity that founded and continues to support Shriners Hospitals for Children. The 22 health care locations provide pediatric specialty care to children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay.*

Budgeting funds statement: *Approximately 85 percent of the annual Shriners Hospitals for Children operating budget is spent in direct support of the organization's three-part mission of treatment, research and teaching.*

General guidelines and definitions

Board of Trustees/Directors: Always capitalize *Board of Directors*, *Board of Governors* and *Board of Trustees* when writing about the Shriners Hospitals for Children and Shriners International boards.

Fraternal logos: The official fraternity logo is the fez and text, although temples may still use the scimitar. When appropriate (example – paper crusades) temples should be using “the official philanthropy” logo. Temples may still use the Editorial Without Words (preferably the new style, referred to as the watermark), without the words Shriners Hospitals for Children.

fundraiser: One word

Imperial Council: Do not use this phrase. Replace with Shriners International

Imperial Divan: The Imperial Divan is the international governing body of Shriners International. It consists of 13 officers. An officer, with the exception of the Imperial Treasurer and the Imperial Recorder, is elected to the lowest position on the Divan and typically moves up one position each year. This governing body works as a corporate Board of Directors.

The highest position attainable in the Shriners fraternity is Imperial Potentate, or president and chief executive officer of Shriners International, who is elected for a one-year term. He visits many of the Shriners temples, regional Shriners meetings and Shriners Hospitals for Children. He serves as Chairman of the Board of Directors of both Shriners Hospitals for Children and the fraternity.

Imperial Potentate’s medallion: An award presented to individuals that the Imperial Potentate wants to recognize for their extraordinary efforts and support of Shriners International and its philanthropy, Shriners Hospitals for Children. It is a different award than the Award of Merit, which is also given by the Imperial Potentate.

Joint Boards of Directors and Trustees or Joint Boards: The body of Shriners comprised of the members of the Boards of Directors and Board of Trustees elected to oversee Shriners Hospitals for Children.

Mission statement, Shriners International: The mission statement of Shriners International is:

The mission of Shriners International is to:

Be the premier fraternal organization for men of good character.

Provide attractive, quality programs and services for its members, their families and their friends in a spirit of fun, fellowship, and social camaraderie.

Foster self-improvement through leadership, education, the perpetuation of moral values and community involvement.

Serve mankind through the resources of its philanthropy, Shriners Hospitals for Children.

Referral statements: Do not use phrasing that implies all persons with a specific condition are the same, or phrasing that is too vague about referrals:

Wrong: We can help patients like Suzie (or any variation that implies the same thing)

Right: We can help patients with cerebral palsy (or whatever the condition is).

Wrong: We can help a child you know (or any variation that implies the same thing)
Right: To refer a child to Shriners Hospitals for Children, etc.

Shriners International: The name of the fraternity. Use full name on first reference. For subsequent references, it is acceptable to use *the Shriners fraternity* or *Shriners*.

Temple: Refers to a body of nobles in a given location: *Mecca Shriners was the fraternity's first temple*. When communicating with external audiences, using (*chapter*) to clarify the meaning of *temple* is acceptable: *Mecca Shriners was the fraternity's first temple (chapter)*.

Temple should not be included in the proper name of a chapter. Instead, Shriners should be used.

Wrong: *Mecca Temple was founded in 1872.*
Right: *Mecca Shriners was founded in 1872.*

Wrong: *Egypt Temple sponsored a toy run.*
Right: *Egypt Shriners sponsored a toy run.*

Do not capitalize temple. Do not use the term *Center*.

When referring to the building, use the term *temple headquarters*.

Temple (counting): *There are 196 Shriners temples and more than 2,400 Shrine clubs located worldwide.* (In most materials, it may be acceptable to use: *There are nearly 200 Shriners temples and thousands of clubs located worldwide*, to avoid excessive reprinting.)

Titles: Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or in a construction that sets them off from a name by commas. Use lowercase at all times for terms that are job descriptions rather than formal titles.

Wrong: *Jane Doe, Chief of Staff, called a meeting.*
Right: *Jane Doe, chief of staff, called a meeting.*

Wrong: *Executive vice president John Doe attended.*
Right: *Executive Vice President John Doe attended.*

Titles - Shriners International titles: Always capitalize all titles unique to Shriners International: *Imperial Potentate, Imperial Chief Rabban, Imperial Oriental Guide, Potentate, Chief Rabban, Recorder, First Lady*, etc. Do not capitalize *noble* or *lady* when not part of a title

Wrong: *John Doe, Treasurer, called a meeting.*
Right: *John Doe, treasurer, called a meeting.*

Wrong: *John Doe, imperial oriental guide, called a meeting.*
Right: *John Doe, Imperial Oriental Guide, called a meeting.*