

Paper Crusade Guidelines

IMPORTANT: Prior to holding your paper crusade, you must request permission from the Office of Temple Accounting at Shriners International Headquarters.

- The master file is available at www.shrinershq.org, in the *Temple Resources* section. To request a paper copy of the master file, please contact the public relations department at Shriners International Headquarters at (813) 281-8162 or shrinepr@shrinenet.org.
- The master file of the paper crusade newspaper is in camera-ready form (what the printer uses to print the newspaper). Although it is black and white, you may add color wherever you wish.
- The paper crusade newspaper template is printed twice a year. One issue is distributed to the temples in the spring, and one in the fall.
- To localize the newspaper, place your temple's name on the front page.
- In the middle of the back page, there is a charitable solicitation statement required by Florida law. Temples in Florida **MUST** include this statement in the paper crusade newspapers. For temples outside Florida, this statement is not required, and your printer can remove the statement easily.
- If you make no other changes to the master template of the newspaper, you do not need to send the newspaper to the public relations department at Shriners International Headquarters for approval prior to printing. We do ask that you send us a copy of the completed newspaper for our files.

Important Information for Temples Making Any Changes to the Newspaper

- If you add any pages to the newspaper, those pages must be submitted to Kim Miller in the public relations department at headquarters for approval prior to printing. Her direct line is (813) 281-7127 or kamiller@shrinenet.org. Allow as much time for approval as possible – at least a week to 10 days.
- If you change, delete or add stories to the newspaper, you must submit the newspaper to the public relations department at Shriners International Headquarters for approval prior to printing.
- If you use any additional photographs, you must have the child's parent or legal guardian sign the updated HIPAA-compliant photo authorization form. Send a copy of the completed form, along with your paper crusade proofs, to the public relations department at Shriners International Headquarters for approval.
- If you plan to use a photograph or article originally published in another publication, such as a newspaper, you must receive written permission from the publication to reprint the article. Send a copy of the permission letter, along with your newspaper proof, to the public relations department at Shriners International Headquarters.
- **IMPORTANT:** Do not print addresses or phone numbers of children or their families.
- Do not send handwritten or typed pages for approval. Send only camera-ready or "paste-up" proofs of your newspaper for approval.
- Don't forget to include your name, mailing address and phone number along with your paper proofs. If you do not include this information, the newspaper and your approval will be returned to your temple Recorder.

For more information about organizing a paper crusade, please refer to the booklet "The Temple Paper Crusade: A Guide to Organizing and Implementing a Successful Crusade." If you need a copy of the booklet, please contact the public relations department at