

Paper Crusade Guidelines

IMPORTANT: Prior to holding your paper crusade, you must request permission from the Office of Temple Accounting at Shriners International Headquarters by contacting A.J. Pamas at (813) 281-8480 or apasmas@shrinenet.org.

- The master files of the paper crusade newspaper, available in color and in black and white, are available at www.shrinershq.org, in the *Temple Resources* section, under the *Public Relations Materials* link.
- The master files of the paper crusade newspaper are in camera-ready format (what the printer uses to print the newspaper).
- To localize the newspaper, place your temple's name on the front page in the space provided at the top.
- On 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 have your newspaper reviewed. We do ask that you please send a copy of the completed newspaper to the PR department at Shriners International Headquarters at 2900 Rocky Point Drive, Tampa, FL 33607, 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 Vickie Beck in the public relations department at headquarters for approval prior to printing. Her direct line is (813) 281-8164 or you can e-mail her at vbeck@shrinenet.org. **Allow as much time for approval as possible – at least a week to 10 days.**
- If you use any photographs not included in the original master file, 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 to the PR department at headquarters when you submit your proof 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 to the PR department at headquarters when you submit your proof for approval.
- **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 order one online at <http://72.249.20.158/temple>.