

Get Ready to Share Your Fraternal Pride on June 6

On June 6, 1876, the Imperial Council, the original governing body of the Shriners fraternity, was founded. To honor this important milestone in our history, Shriners International has declared June 6 as Shriners International Awareness Day. On this day, nobles everywhere are encouraged to celebrate their great fraternity and raise awareness of its importance in their communities.

The leadership of Shriners International is mindful that June 6 is also honored as D-Day, the day in 1944 when Allied forces landed on the beach in Normandy to begin the invasion of northern France. While Shriners International certainly honors the valor and courage of everyone who served on D-Day, many historic events happen on a single day; and June 6 also holds a separate, special meaning for our fraternity.

A Time to Honor and Celebrate Our Rich Heritage

On June 6, Shriners International asks all nobles to publicly display their pride in their fraternity by wearing a fez (when appropriate), hat, shirt, lapel pin, or other item with the Shriners International logo.

In addition to wearing Shriner apparel, Shriners International also encourages all temples and Shrine clubs to organize special events at their temples and in their communities to honor our fraternity's incredible history and achievements, and invite others to participate, as well.

Along with increasing awareness, these events will also support membership efforts, because the more information we share with our communities about Shriners International, the more potential we build for membership growth. Participating in this international day of recognition will motivate potential members to learn more about us, and also inspire our current members to become more involved.

Shriners International Awareness Day is the perfect opportunity to showcase our pride; share information about our fraternity and the benefits of becoming part of an organization dedicated to fun, fellowship and philanthropy; and highlight the different ways our organizations impact the world around us.

On this day, we ask you to honor our history by sharing both our heritage and your own unique story of being a Shriner, as well as our philanthropy's mission to improve the lives of children and make the world a better place.

Get Involved

Here are a few ways both nobles and temples can get involved:

- ▶ Wear your fez on Shriners International Awareness Day when appropriate (during an official Shriners function).
- ▶ Show your pride in Shriners International by wearing a hat, shirt, lapel pin, or other item with the fraternal logo. Your family members can also wear appropriate clothing items that promote the fraternity.
- ▶ Organize an event at your temple or in your local community. Inviting the public to participate will increase awareness and interest in both your local temple and Shriners International.
- ▶ Promote Shriners International Awareness Day on your temple website and social media pages. Announce the date at all club and unit meetings to ensure all nobles are informed.
- ▶ Post information about our organizations on your own social media pages on June 6.
- ▶ Distribute fraternal literature and pocket petitions to potential prospects during community events.
- ▶ Hold an Open House at your temple.
- ▶ Contact your local media about your Shriners International Awareness Day events.
- ▶ Host a Media Night.
- ▶ Ask family members to take fraternal literature to their place of employment, if permitted.

During this time, we hope you also take the time to reflect on why the fraternity is important to you personally, and why you became a member. We are all a part of the greatest organization in the world – we should be proud to share our enthusiasm for the fraternity with the world around us, and Shriners International Awareness Day is a great opportunity to do so.

We hope that every Shriner and every temple will participate in this important opportunity to honor our fraternity.

