



# **The Masonic Province of East Kent**

## **Public Relations Guidelines for Charitable Giving**

Published Version 001, January 2015

## Public Relations Guidelines for Charitable Giving

It is often said that there is insufficient publicity about the charitable side of Freemasonry. Sometimes this is because the media ignores our attempts to inform them or they decline our invitations to attend a presentation ceremony. On the other hand it is sometimes because we, as Freemasons, have focussed on the charitable activity but given insufficient attention to the public relations opportunity.

In order to maintain a positive public profile of Freemasonry, we should make the most of these opportunities and the Provincial Communications Board is keen to receive reports of any charitable activities so that they can be promoted through one or more of the various channels available to it.

These channels include our magazine (published annually in November), website, email and social media channels as well as our links to the local press, TV and radio services.

Here are some PR tips to consider when preparing to help a charity or other good cause:-

1. Please email a report with separate photos to [comms@eastkentfreemasons.org](mailto:comms@eastkentfreemasons.org) (see below)
2. Please let the Board know in advance if any help is needed for photographs, video and/or a written record of the event.
3. Report the event, remembering the advice given by that well-known Freemason, Rudyard Kipling, in the *Elephant's Child*: "I keep six honest serving-men, (they taught me all I knew), their names are **What** and **Where** and **When** and **How** and **Why** and **Who**". So, for example:-
  - a. **What** did or will be happening? (eg a cheque presentation, giving some equipment, painting a scout-hut)
  - b. **Where** and **when** did or will the event take place?
  - c. **How** the money was raised and **how** will the beneficiary use it?
  - d. **Why** was this beneficiary chosen - is there a connection with a lodge member or other relevant reason?
  - e. **Who** will carry out the giving and **who** will be on the receiving end? Please give the names of all those involved.The Communications Board team will proof-read and edit reports where necessary so don't worry about the grammar or spelling - just report the facts as noted above.
4. Please do not delay in sending the report, newspapers will not publish old news.
5. Take photographs.
  - a. Photographs should be taken in good light with a decent camera. Try to avoid a cluttered background.
  - b. Pictures of a cheque being handed over no longer have the impact they once did. They are better than nothing but are often disregarded by the media. There is much more interest in photos of the equipment that was purchased, or of the people that benefitted, or of the work being carried out.

- c. People in the photos must give their permission for the image to be used (please see below the table of UGLE guidance notes on photography and video). Photographs of children can only be used with the express permission of the child's parents or guardian. Where a photo includes a child that is critical to the story, but where permission has not been given by the parent, we can pixelate the child's face before publication.
  - d. Please send the photos as an attachment to the email, not embedded in the report.
6. A return visit after the initial donation can be very helpful to capture images and a report of how the donation was used.
  7. The Cornwallis East Kent Freemasons' Charity may be able to help boost your lodge or chapter's charitable activity by coordinating the efforts of two or three local units or, in some cases, by providing matched-funding. For further advice please visit [www.cornwallisekfc.org](http://www.cornwallisekfc.org) or read the [letter from the charity's trustees](#).
  8. Finally, to help the Provincial Communications Board monitor all press articles about Freemasonry, please email [comms@eastkentfreemasons.org](mailto:comms@eastkentfreemasons.org) and let us know if you spot one. Don't be put off thinking that the Board already knows - it does not have the resources to monitor every local newspaper.

<b>PHOTOGRAPHS AND VIDEO</b>		
<b>OCCASION</b>	<b>METROPOLITAN, PROVINCIAL OR DISTRICT GRAND LODGE MEETING</b>	<b>PRIVATE LODGE MEETING</b>
<b>Open Lodge</b>	NO	NO
<b>Procession In or Out</b>	YES with the Permission of the MetGM/ProvGM/DistGM	NO
<b>Reconstruction of Open Lodge</b>	NO	NO
<b>Reconstruction of Procession</b>	YES with the Permission of the MetGM/ProvGM/DistGM	NO
<b>Any other After-Proceedings Actual or Reconstructed</b>	YES with the Agreement of individuals concerned and Permission of Master or person presiding	YES with the Agreement of individuals concerned. Permission of Master or person presiding
See 10 <sup>th</sup> September 2014 Quarterly Communication Business Paper, Item 2.10 PHOTOGRAPHY, MOBILE TELEPHONES AND SOCIAL MEDIA		

**UGLE Guidelines on Photographs and Videos of Masonic Meetings**