

# NEBRASKA FREEMASONS



In cooperation with

**STATE TROOPERS ASSOCIATION OF NEBRASKA  
NEBRASKA SHERIFFS' ASSOCIATION  
NEBRASKA DENTAL ASSOCIATION  
NEBRASKA DENTAL HYGIENISTS' ASSOCIATION  
NEBRASKA DENTAL ASSISTANTS' ASSOCIATION**

**Operations Manual – Computer Equipment**  
Third Edition (June 2011)

## CHIP Event Checklist

- 1. A Lodge or Masonic Group (host) chooses a date for a CHIP event and applies for that date on the Event Application. It's best to verify by phone if that date is open by calling the CHIP Coordinator (Michelle Fulmer) at the Grand Lodge Office first at 800-558-8029. The CHIP Coordinator will get in touch with the Area Chairman, who will begin the planning process for the event with the local area committee. A copy of the Event Application, once approved, will be returned to the contact person, Area Coordinator and the CHIP committee members by the CHIP Coordinator at the Grand Lodge.
- 2. Local event organizers should read and follow the CHIP event procedures in the CHIP Manual.
- 3. Local event organizers should form their local committee (if not already done).
- 4. Start to raise funds for the event in the community. Each kit costs an average of \$4 per child, at no cost to the parents. The organizing lodge should try to raise enough funds to cover the cost of each kit for the estimated number of children to go through the program on the event date. Approach local businesses, civic groups and individuals to help with the cost of the CHIP kits. (Ex., Ask them to pay for X number of kits for the event.) Their donations are tax deductible through the Nebraska Freemasons CHIP Foundation and their business or group name will be listed on a sponsor sheet to be provided to each parent/child. Consider a community fundraising event to get community buy-in. Provide a list of all sponsors to Barb at the Grand Lodge Office at least 10 days prior to the event to allow enough time for the sponsor sheets to be printed. Call Michelle at the Grand Lodge Office to discuss submission of the funding to the Grand Lodge Office (800-558-8029).
- 5. The event organizer should report back to the Area Coordinator how the event is going to be organized and implemented, the number of volunteers, means of financing the event, etc.
- 6. Arrange and/or send out press releases at appropriate times. This is VERY IMPORTANT.
- 7. Fill out the Staffing Sheet provided by the Area Coordinator. The numbers indicated are minimum requirements. More help is always advisable and welcome. This sheet should be returned to the Area Coordinator no later than **two weeks** prior to the event. Volunteers can be had from many sources other than the lodge. Try local Star Chapters and youth groups, Scottish and York Rite groups, City Mayor and/or City Council, civic groups and private individuals. If it's a school event, enlist the help of the Parent/Teacher Organization and teaching staff.
- 8. Do a site check at least one week in advance.
- 9. The CHIP Committee member and/or Area CHIP Coordinator will continue correspondence with the local event organizers. Setup and training times and dates, as well as pickup and return of the equipment will need to be coordinated. Talk to your CHIP Committee member and Area CHIP Event Coordinator about equipment pickup at one of the four state-wide sites at least 30 days in advance. (60 days notice if at all possible.)
- 10. Confirm all commitments one week in advance. Volunteers should be ready to be trained at the event at least one hour prior to the event start time. Please keep in mind that it takes a minimum of two hours to setup the equipment. Setup is best completed the night before an event will occur. If it is to be an all-day event, it's advisable to have shifts of the appropriate number of volunteers to cover all stations. Lunch and snacks should be provided for volunteers.
- 11. **HAVE A GREAT CHIP EVENT!**
- 12. After the event – Repack all equipment and supplies in their proper boxes and cases, and return the equipment to the site where you picked it up.
- 13. Send Thank You Notes to all who helped with the event or contributed funds. A Certificate of Appreciation can be downloaded from the Grand Lodge website.

## Table of Contents

<b>Introduction</b> .....	1
<b>CHIP Organization Protocol</b> .....	3
Nebraska Freemasons CHIP Foundation Board (CFB) and State CHIP Coordinator .....	3
CHIP Area Organizing Committee (AOC) .....	4
CHIP Local Organizing Committee (LOC) .....	4
Initiation of CHIP Events .....	6
General Guidelines .....	6
School Based Programs .....	6
Community Events .....	7
Stand-alone Events .....	8
<b>CHIP Event Procedures</b> .....	9
Local Committee .....	9
General Setup and Flow Patterns .....	9
Pre-event Site Inspection .....	10
Ordering of Supplies from Area Coordinator .....	10
Supplies not available from Area Coordinator .....	10
Setup .....	10
Additional Suggestions .....	11
<b>Registration Station – Setup &amp; Instructions</b> .....	12
<b>Webcam Still Photograph, Interview &amp; Fingerprint Scanner Station - Instructions</b> .....	13
Initial Considerations .....	13
Lighting .....	13
Space .....	13
Staff .....	13
Computer Operator .....	13
Photo Assistant .....	13
Instructions .....	14
Interview Suggestions .....	14
Fingerprint Suggestions .....	15
<b>Laptop Setup and Instructions</b> .....	16
Data Entry .....	17
Fingerprints .....	18
Photo and Video .....	19
Zoom and Tilt Feature .....	20
View Preview and Burn .....	21
New Features .....	22
<b>Toothprints® and Cheek Swab Stations</b> .....	23
Instructions .....	23
Dental Procedures .....	24
Toothprint® Procedures .....	24
Cheek Swab Procedures .....	25
Additional Information .....	25

<b>Check Out Station – Scent Pad and Instructions</b> .....	26
At-Home Scent Pad Instructions .....	26
General Instructions .....	26
<b>Clean Up &amp; Breakdown</b> .....	27
Instructions .....	27
Close Out .....	27
<b>Equipment Inventory List</b> .....	28
<b>CHIP Publicity Procedures</b> .....	30
How to Promote your Masonic Child Identification Program .....	30
Opportunity for Publicity .....	31
How to Prepare Effective News Releases .....	31
How to Prepare a Public Service Announcement .....	34
Preparing BroadSides and Flyers .....	34
Placing Promotional Materials & Editorial Contact .....	34
Follow Up .....	35
Sample News Release .....	36
Sample Public Service Announcement .....	38
Sample Newspaper Calendar Listing .....	38
Sample Flyer .....	39
<b>Appendix A – Suggested Procedures for School Events</b> .....	A-1
<b>Appendix B – CHIP School Event Procedures</b> .....	B-1

## Introduction

Masonry has long held a commitment to children and families. A parent's worst nightmare is the disappearance of a child. In today's society with over one million children being reported missing each year, the problem cannot be ignored. CHIP is designed to give families a measure of protection against this ever-increasing problem.

CHIP is the most comprehensive child identification currently available to our communities. With the Nebraska Freemasons CHIP Foundation Board acting as the coordinating body, the Nebraska Freemasons, The Nebraska Dental Association, the Nebraska Dental Hygienists' Association, the Nebraska Dental Assistants' Association, the State Troopers Association of Nebraska, and the Nebraska Sheriffs' Association are working together and attempting to make this program available to every Nebraska family who wishes to participate. Through the benevolence of the Grand Lodge of Masons and other sponsoring organizations this service is brought at no charge to the participants.

The program consists of five major components: 1) a Webcam still photograph, 2) a brief (3-5 minute) Webcam interview, 3) Fingerprinting by scanner 4) a dental bite registration, 5) and a DNA cheek swab. The CD each child takes home contains a still photo, interview and the fingerprints. The "movie" interview is a recovery tool that provides far more individual characteristics and mannerisms than any still photograph could possibly accomplish. Fingerprinting is a tried and true method of individual identification. The dental bite impression (Toothprints®) provides an impression of the biting surface of teeth that, like fingerprints, are unique to each individual. In addition, enough saliva is on the bite impression to provide a DNA sample and a source for scent in canine recovery. The cheek swab, when frozen, can provide a DNA sample for 25-30 years. The child's CD can be readily used for purposes of the Amber Alert program. Together they provide a most powerful identification and recovery tool.

CHIP also provides Masons with the opportunity to bring before their communities by example the principles of their craft. By increasing awareness of what Masonry means and what Masons do, we promote the public image of our Fraternity. In this way, we strengthen our ability to grow and provide even more good for our communities and to those whom we so dearly love, our families. Through our example it is our aim that others too will become stronger in their desire to make our communities better places in which to live.

All ID packets are provided at no cost to the parents. Funding for CHIP is raised by the Masonic family members and communities

holding CHIP events. Program financing is channeled through the Nebraska Freemasons CHIP Foundation. All contributions to CHIP may be tax deductible charitable contributions.

To be successful, CHIP must be made consistently available throughout this jurisdiction, as well as the entire United States and Canada. All Masons are encouraged to support their lodges and other community groups in this project. There are many opportunities in the schools, at community functions, and at specific CHIP oriented events to make this service available to the communities.

This section of the "Blue Book" is designed to bring forth protocols associated with CHIP to assist all Masons in making this program available. Grand Lodge has worked hard to provide guidance in this program so that CHIP can be brought to our communities in a consistent and successful manner. All persons involved in organizing a CHIP event should be intimately familiar with the information contained in these protocols. CHIP is an evolving program and is open to your suggestions.

Any suggestions for changes or enhancements of CHIP should be forwarded by email to [barb@glne.org](mailto:barb@glne.org) or by telephone to the Grand Lodge Office at 1-800-558-8029.

We thank you for your interest in CHIP and your efforts in promoting this excellent community service program throughout Nebraska.

## CHIP Organizational Protocol

- A) **Nebraska Freemasons CHIP Foundation Board (CFB) and State CHIP Coordinator** – General supervision
- B) **Area Organizing Committee (AOC)** – Regional oversight and Organization – For the purposes of CHIP, the CHIP Committee has designated Area Chairmen throughout the state.
- C) **Local Organizing Committee (LOC)** – Organization of specific events

The CHIP Foundation Board (CFB) will perform and be responsible for the following duties:

- CFB exercises general supervision of funding, resources, communications, implementation and direction of CHIP in Nebraska.
- Makes recommendations and sets guidelines for publicity, promotion and marketing for use by the LOCs.
- Provides suggestions and resources for use by the LOCs.
- Provides training materials, sets quality standards and exercises general control over the coordination of programs statewide.
- Maintains inventories of all supplies/equipment necessary to implement CHIP events and provides for distribution of these materials.
- Develops resources where possible on a statewide basis in all areas helpful to LOCs programs including communication, finances, manpower and vision.
- Exercises control over the appointment of members of the AOC's and gives them direction, support and assistance in all areas where it can be helpful.
- CFB will meet when called together by the Chairman.
- It will make periodic reports to the Grand Lodge of Nebraska Masons, as well as to the other organizations that make up the CHIP Team, including an annual report.

B) **CHIP Area Organizing Committee** will be made up of the following:

- Nebraska Freemason who is expected to act as chairman.
- Other Nebraska Freemasons appointed by the Chairman.

Ex-officio Members:

- Nebraska Dental Association (NDA) member.\*
- Nebraska Sheriffs' Association and/or State Troopers Association of Nebraska members.\*

- Where appropriate, the AOC will have one additional member from Prince Hall.

\* Non-Masonic representatives will be designated by their respective organizations.

The **CHIP Area Organizing Committee (AOC)** will perform and be responsible for the following duties:

- Report directly to the CFB and/or CHIP Coordinator.
- Be responsible for establishing LOC's for all events deemed appropriate to be held within their Areas.
- Will maintain general supervision over outside persons and organizations that are represented on the LOC.
- Develop and maintain manpower resources, developing a volunteer database including individuals, agencies and organizations that will help CHIP events in their Area.
- Provide guidelines for working with volunteers including recruitment, training and follow-up.
- Develop resources that will be helpful to local committees including, but not limited to, communication, promotion, marketing and finances.
- Develop/maintain a list of local events, which would attract children and would be fertile events for CHIP participation.
- Make sure all scheduled events are reported to Grand Lodge Office for purposes of communication and posting on the Grand Lodge web site.
- Track events and provide statistics/commentary of local events in an effort to improve CHIP.
- Serve as event troubleshooters should problems arise in communication or distribution of supplies from Grand Lodge or the inability of CHIP Team members to supply necessary support.
- Maintain general supervision over all local CHIP events.
- The role of the AOC is supervisory in organization, development of resources and communication including marketing. The members of the AOC are not expected to organize or participate in local events unless they choose to do so.
- It is strongly recommended that the AOC Chairman appoint a person for the Area to oversee and assist in publicity and media contact.

C) **CHIP Local Organizing Committee (LOC)** will be made up of the following:

- Three members appointed by the AOC to represent the member organizations of the CHIP Team.
- Other persons the LOC deems appropriate pending general approval by the AOC Chairman. "Others" may include individuals, representatives of agencies, civic groups/organizations and town/city officials who will be helpful to a given event.

- A PR person to oversee publicity and media contact.

**NOTE:** In most cases, the members of the sponsoring Lodge become the LOC, with help from other sponsoring organizations.

The LOC is “event specific,” meaning that it is responsible for organizing a specific event – it is not responsible for organizing multiple events in a specific area unless specifically charged with that responsibility. The LOC is established by the AOC when a reasonable request for a CHIP Event is made. All requests for events will be channeled through the AOC.

The **CHIP Local Organizing Committee (LOC)** will perform and be responsible for the following duties:

- Making all local arrangements for specific CHIP events. This shall include but not be limited to preliminary arrangements, arranging for volunteers to man the stations at the event and to see that the Staffing List is completed and returned, promotion, marketing, site arrangements, training of volunteers, publicity, development of sponsors, finances and follow up.
- Are expected to work within the guidelines of the CFB/AOC but are encouraged to be innovative and creative according to local needs. The objective of the program is to furnish a high quality public service while promoting a positive image of CHIP Team members as well as any local sponsoring organizations.
- Will properly schedule their event through Grand Lodge, informing Grand Lodge of date, time, estimated number of children to be processed and anticipated equipment needs and completing the necessary paperwork.
- Will be responsible for procuring the equipment/supplies from one of four sites and returning the equipment/unused supplies in a timely fashion and in good working order. Following up with the necessary paperwork at the completion of the event. They will also provide the AOC with any suggestions for improvement of the CHIP Program.
- Will be responsible for fundraising to cover the cost of each estimated CHIP kit needed. Each kit costs an average of \$4 per child. Approach local businesses, civic groups and individuals to help with the cost of the CHIP kits. (Ex., Ask them to pay for X number of kits for the event.) Their donations are tax deductible through the Nebraska Freemasons CHIP Foundation and their business or group name will be listed on a sponsor sheet to be provided to each parent/child. Consider holding a community fundraising event to get community buy-in. Provide a list of all sponsors to the Area Coordinator at least 10 days prior to the event to allow enough time for the sponsor sheets to be printed. Call Michelle at the Grand Lodge Office to discuss submission of the funding to the Grand Lodge Office (800-558-8029).

- The LOC’s are the **backbone** of CHIP. It is on their performance that CHIP will succeed or fail. They need to take their responsibility to excellence very seriously. The LOC must be able to adapt this program to their local needs without compromising the integrity and purposes of the program at large.

#### **INITIATION OF CHIP EVENTS:**

- A) General Guidelines**
- B) School Events**
- C) Community Events**
- D) Stand-Alone Events**

- A) General Guidelines** – Anyone may initiate inquiry into a local CHIP event. This is done by contacting the CHIP Coordinator at the Grand Lodge Office. The Coordinator will in turn contact the Chairman of the AOC in the CHIP District where that event would be held. After AOC has decided that an inquiry represents a reasonable opportunity for CHIP, they will then appoint a LOC.

As soon as the LOC has determined preliminary information for an event including dates, times and the number of children anticipated to participate along with general sponsoring information, the event should be scheduled through the CHIP Coordinator at the Grand Lodge Office. The LOC then continues to develop and refine arrangements for the event under the general supervision of the AOC.

- B) School Events** – Experience has shown that CHIP provided within the school is one of the best ways of reaching the most children within a community. It should be remembered, however, that schools should be approached with proper respect for the sometimes-delicate position under which they operate within a community.

The best way to approach a school system is by building community consensus. After forming the LOC, building support of the county and local law enforcement officers, civic leaders and elected officials is extremely important. From that point of consensus it is then much easier to approach the Superintendent of Schools and school committees. All local communities are different and the LOC must approach this challenge in a way it feels to be most effective.

Organization is particularly important in school-based events. It is suggested that 4-6 months of lead-time is appropriate in this scenario. It is suggested that the LOC request a “point of contact person” to work with in planning events. If planned/approached properly, school/community officials can be extremely helpful in

providing manpower, financial and public relations. Remember our objective is to provide a community service as effectively as possible.

It is particularly difficult to provide Masonic manpower for school events held within the working day. LOC's involved in school events are particularly encouraged to develop outside manpower resources such as parent groups, civic groups, etc. Not only does this ease manpower burdens but it also gives a community greater ownership in the CHIP Program.

In school-based programs, the parents will typically give permission prior to the event. CFB provides a special school-based form for that purpose. Because the approximate number of students who will go through the program is known based on the returned permission forms, if time allows, event volunteers can fill out forms and envelopes ahead of time and organize them by class to facilitate a faster flow of the children. Kits can be put together by child, with names written on the bags, name/date sheet, Child ID Information form, permission form, and all other informational flyers that will be given in the kit. The dental station materials can be filled out by name and organized by classroom so they're readily available when the children come to the station. *To prevent accidental cross-contamination, the cheek swab envelope and Toothprint® Ziploc bag should not be placed in the bag ahead of time.* **Instructions on school event procedures can be found in Appendix A – Suggested Procedures for School Events, and Appendix B – CHIP School Event Process.**

School-based programs will be instrumental in generating the numbers needed to legitimize the CHIP program statewide. They also provide the best and greatest access to protect the children within an entire community.

**C) Community CHIP Events** – The varieties of community events that constitute ideal CHIP situations are numerous. Some would include health fairs, fairs, festivals, Saturdays at the mall, open houses, etc. The only requirement is that most successful CHIP Events are held where there is a concentration of children.

Community events also have shown to be fertile areas for promoting the positive public image of CHIP Team members and other sponsoring organizations. The media “loves a parade” and that is where one is most likely to find cameras.

After a Community Event has been conceived and AOC has appointed the initial LOC, the local committee should strive to build a broad-based committee of general support. The broader

the committee is (within reason), the stronger the event. CHIP is a terrific program and it is well received when properly placed before the community.

Another very important purpose of Community Events is that they provide opportunities for family members who might not be of school age or attend school. They also provide opportunities for updates of family members who are no longer in the grades covered by the school CHIP programs.

**D) Stand-alone Events** – Events held with the sole purpose of presenting the CHIP program have been among CHIP's greatest successes and CHIP's greatest disappointments. The most important element of a stand-alone event, and crucial to its success, is Public Relations. Months of planning need to take place. Newspapers, local cable TV, local cable community bulletin boards, flyer drops to DARE officers, dentists, store fronts, day care centers, churches, synagogues, and schools should all be considered; as well as presentations to civic groups, PTO's, and church groups. The CHIP Committee recommends that stand-alone events be limited to a 4-hour period because they typically are not very well attended. If a parent wants their child to go through the event, they will bring them during the allotted time frame.

## CHIP Event Procedures

This set of procedures is designed to assist in the setup and operation of a CHIP Event. Local committees must be flexible and innovative to meet the individual challenges of a specific event.

### Local Committee

- All arrangements for specific events are made by the local committee.
- The local committee will include participants of all organizations represented in a given event.
- Prior to event, the local committee should make sure all dental personnel have been provided with a copy of the Dental Procedures (page 25).
- Members of the local committee should take responsibility for specific functions such as publicity, manpower, finances, procurement of supplies and equipment, site development, etc. to satisfy the given needs of a specific event.
- All lists of volunteers should be made in advance if there are admission requirements to the event. That list should be furnished to the event organizers.
- The local committee MUST designate supervisors – at least one to be present at all times during operation. These individuals should have a good overall working knowledge of CHIP.
- Volunteer sign-up sheets will be provided in the kits to be filled out the day of the event. Please have each volunteer sign in. This will provide a list to be used for thank you cards or notes to be sent to each person who assisted with the event by the local committee. A copy of this list should be sent back to the Grand Lodge Office, along with the permission forms.

### General setup and flow patterns

- There are generally four stations: Registration, Laptop (photo, interview, fingerprints), Dental (Toothprints® & Cheek Swab), and Check Out.
- Sequence will be Registration, Laptop, Dental and Check out. If backups occur in one area, the sequence can be altered to allow better flow through.
- Allowance should be made for waiting areas should a back up occur. If space allows, waiting areas with chairs between stations is helpful.
- Where possible, sufficient space should be left between areas to keep areas defined and well organized.
- If possible, flow corridors can be set up using yellow caution tape or rope. Other suggestions are using footprints or arrows on the floor to show the flow of the event from station to station.
- Manpower should include a Traffic Director, at each station to direct the child to the station they need next, and to monitor back up. The Active Event Supervisors are there to help out where problems arise.

### Pre-event site inspection

- A site inspection should be made for all events at least one week in advance, preferably 30 days in advance.
- Determine setup position for various stations and work out flow pattern.
- Check for electricity, lighting needs etc.
- Make arrangements for tables, chairs, etc.
- Note future positions for backdrops and height charts.
- Estimate setup difficulty and time.

### Ordering of Supplies from Area Coordinator

- Supplies are ordered on the basis of the number of children expected. The Area Coordinator will determine the amount of supplies needed based on the estimate provided on the event application. Kits will include the following, as well as other items:
  - Computer setups (Webcam, laptop, fingerprint scanner, backdrop & poles, etc.) are based on numbers of children. Figure approximately 12 children per laptop per hour of operation. With 4 laptops, we have a maximum ability to run 60 children through per hour with all 4 laptops setup. It's good to figure on the conservative side to allow for problems that may arise.
  - Toothprint® “Hot Pots”.
  - CD's, Child ID Information form, Toothprint® wafers, cheek swabs, Scent Pad materials, orange CHIP stickers, permission forms, parent information checklists, Name/Date sheets, Nebraska Masons Child ID Program paper, What Now inserts, Sponsor Sheet inserts, and Masonic plastic bags to carry completed ID items.

### Supplies not available from Area Coordinator

- Trash cans and liners for disposal. At least two large trash cans will be needed at the Dental station.
- Tables and chairs
- Distilled water for warming of Toothprint® wafers
- Paper towels
- Additional pens and pencils
- Scales for parents to weigh children at registration
- Publicity supplies specific for an event – guidelines and sample handouts and poster are available, but the actual posters to be used are the responsibility of the Local Committee.

### Setup

- Allow plenty of time for setup (two hours minimum).
- Have event setup two hours before start time to insure time for equipment check and personnel training. Volunteers should be ready to be trained at least one hour prior to the event start time. If it is to be an all-day event, it's advisable to have shifts of the appropriate number of volunteers to cover all stations.
- Make sure all equipment is in good working order as soon as possible to allow time to improvise if necessary or seek additional supplies.

## Registration Station – Setup & Instructions

- Make sure all personnel know and understand their assignments and responsibilities and are proficient in their areas (if a second shift is involved, be sure they arrive in time to review tasks and responsibilities).
- **There is a lot of typing involved at the computer stations.** Volunteers assigned to the computers should be familiar with a computer and have the ability to type fairly quickly and accurately.
- Station signs are provided to mark each station.
- If possible, it is suggested that a separate table be available after the registration table to facilitate parents' filling out the Child ID Information Form. Small height charts are provided for this area for parents to measure their children. If possible, it is helpful to provide scales as well for entering correct weight amounts.
- Place all backdrops so they maximize visibility – usually about 6-10 feet from the webcam. Backdrop stands are provided and easy to assemble.
- Make sure all extension cords are taped down to floor in traffic areas.
- Make sure all electrical cords are safely secured (especially hot pots which could be pulled off a table).
- Waste disposal should be available in all areas – in the Toothprint® and Cheek Swab area, plastic liners should be used in all containers.
- CD's will be kept at the Laptop station, where the name of the child and date will be written as each child is photographed.
- Self-sealing envelopes are provided for storage of the cheek swabs. The name of the child and date should be written on each envelope. It is also written on the Ziploc Toothprint® bag at the Dental station by volunteers.
- Dental clips will be kept at the Laptop station, to attach the Name/Date sheet to each child.

### Additional Suggestions

- **Snacks and beverages should be available for the volunteers, including lunch if they are expected to work through the day.** Perhaps a lodge hospitality committee can be in charge of this.
- It is good to have a few floater volunteers who can give relief to volunteers who need breaks during the event.
- In the event you have families or fathers inquiring about Masonry, remember to have some pamphlets and petitions available for handouts as needed.
- The **National Center for Missing & Exploited Children** puts together very informative and nicely printed information flyers. Individuals can go to [www.missingkids.com](http://www.missingkids.com) in the Publications section and request 50 copies of various flyers (one time per address). If numerous members do this, a lodge can accumulate enough flyers to be handed out with each kit.
- Providing self-adhesive name tags for the volunteers can add value so that volunteers are recognizable to participants.

- Items to be filled out: Permission form, Child ID Information form, Name/Date sheet. Name/Date sheets need to be **PRINTED legibly** in bold black ink. A sample and markers are provided in the forms boxes. *It is suggested that one or two people with neat handwriting perform this task at the registration table, rather than having each individual parent fill these in.*
- All permission forms are to be filled out in ink (ballpoint pen).
- ***Make sure parent or guardian signs permission form. Retain permission forms at registration table.***
- Explain program and answer questions while a family is registering (If any questions are asked that registration personnel cannot answer with confidence, immediately call the Masonic supervisor).
- Refer any questions about legalities, any problems, or any serious complaints immediately to the event supervisor present at the time of the problem.
- The registration area should have a minimum of four volunteers-- two registration people, an assistant and a traffic director.
- Registration controls the flow of persons into the processing area.
- All materials are given to parents in a plastic CHIP bag, **EXCEPT the permission form**, which is retained. These forms are filed at the Grand Lodge Office and are not used in any name/address database for future use.
- The parents will receive a Parent Information Checklist. The Traffic Director at each station should ask for this sheet and check off that station as each child goes through the program.
- Keep family groups together.
- Consider translators for bilingual help if appropriate.
- If possible, it is suggested that a separate table be available after the registration table to facilitate parents' filling out the Child ID form. Small height charts are provided for this area for parents to measure their children. If possible, it is helpful to provide scales as well for entering correct weight amounts.
- Please **do not** pre-stuff the CHIP bags with the forms that the parents are to receive. Instead, hand the forms to the parents for them to put in the bag. This provides more assurance that they will look at them.

## Webcam Still Photograph, Interview & Fingerprint Scanner – Instructions

### ***Initial Considerations***

One of the very valuable services provided to children within the CHIP program is the production of a Webcam still photo and a Webcam interview of the child from a distance of approximately six feet. The benefit of these two images is that it provides a clear and close-up view of the child standing alongside a height chart to indicate the child's stature. It also provides an opportunity to note any unique physical characteristics or qualities of the individual. The CD given to the child will include photo, interview, fingerprints, and information about the child.

The equipment that is to be used in this function is basically simple and easy to use. Instructions for setting up the equipment and using it will follow in the ensuing pages.

Prior to setting up the equipment, however, due attention should be given to the environment in which the photography is to be done. The Webcam photo and interview of the child is a valuable component of the CHIP process. Close scrutiny should be given to the lighting conditions of the area in which the webcam will be operated, as well as the amount of physical space that can be afforded to the total photography endeavor.

**LIGHTING:** The Logitech Quick Cam Pro for Notebooks webcam ensures that you automatically get the best image quality. However, if you wish to make adjustments, a Logitech Quick Cam vertical bar will appear at the right of the screen as you are using the webcam.

**SPACE:** An appropriate space in which to set up the Laptop, Webcam, Tripod, Scanner equipment, backdrops and poles would be approximately 8 to 10 feet wide by 15 or 20 feet long. These measurements are only approximations. However, enough space is required to accommodate a photo crew of 2 to 3 people. A distance of approximately 6 to 10 feet is required between the Webcam and the photo subject.

**STAFF:** It is recommended 2 people staff each Laptop/Webcam/Scanner area:

**Computer Operator:** This person operates Laptop; enters information from the Child ID Information form; takes still photo; gives interview; directs child and assistant with fingerprinting procedure with scanner; writes name and date on CD; and burns CD.

**Photo Assistant:** The assistant will clip the Name/Date form to the child, using the dental clips; position the child for the still photo; and hand the microphone to the child for the interview. This person will also assist with fingerprinting; remove the Name/Date paper from the child and retrieve the dental chain; place the CD and documents into the child's plastic bag; and direct the child to

the next station. *At the completion of this station, the Child ID Information form should be placed inside the child's bag. Do not keep this form.*

**SPECIAL NOTE:** It is recommended that volunteers with laptop computer and webcam experience be selected to operate the laptop.

**TIP:** *Stuffed toys can be used to get the attention of small children when having difficulty getting a good photo.*

### **INSTRUCTIONS:**

- Both the laptop operator and assistant should read the EzChild Instructions on pages 17-22 and be familiar with the laptop and procedures before beginning.
- Keep family units together at the same laptop station in case the parent's assistance is needed.
- Instruct child before interview begins: Smile, speak up and talk to the camera.
- A handheld microphone will be handed to the child, or held for the child for the interview.
- Interviewer should sit or stand out of range of the Webcam – speak to the child so the microphone can pick up the voice. There is also an internal microphone on the laptop.
- Limit interview to the questions on the Child ID Information form.

### **INTERVIEW SUGGESTIONS:**

- Take only one family member at a time.
- Make the child feel at ease – this experience should be fun.
- Instruct the children to smile and look at the camera (not the interviewer), and speak clearly (remind if necessary throughout interview).
- The position of the interviewer should be coordinated with the laptop operator to minimize the presence of the interviewer in the interview.
- Guide the child to a standing position in the center of the height chart; the interviewer may touch the child slightly if their parent is immediately present. Parents with a baby or very young child may sit during the interview. All other children should be standing.
- Hand the microphone to the child, or hold the microphone for the child. The interviewer should speak clearly to the child.
- Do not ask any questions about other family members.
- Help relax the child so that they will show natural mannerisms during the interview.
- Always end with the "911" question, smile and wave at the camera, and a thank you (kids wearing baseball caps may put them on for the final greeting).
- Improvise when necessary for effective presentation.

Situations will vary with age and personality – try to remain relaxed and informal.

- Make sure the label and the name/date sheet agree.
- Focus on any distinctive features and make sure they are included in the tape.
- Periodically view a CD you have done to check for quality and possible improvements in technique.

The CD is the best chance we have of retrieving a child while they are alive and healthy. The quality of this interview is **IMPORTANT**. Please, do the very best job possible!

### **FINGERPRINT SUGGESTIONS:**

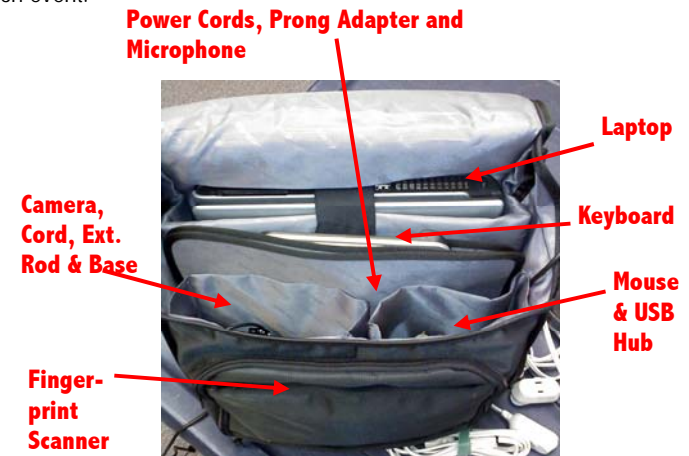
- The fingerprinting scanner requires a very soft touch. The trick is to lightly touch the finger to the scanner and lift. Do not press hard on the scanner.
- To clean the scanner, use a piece of tape **ONLY**. Do not use alcohol or water.
- If you have trouble getting a child's fingerprints to take, try using an alcohol wipe (provided) to wipe down each of the fingers to cool them off. Sometimes having the child hold a Ziploc bag of ice will help. It is a biometric scanner, and the temperature of the fingers makes a difference.
- If possible, press the finger below the white square on the scanner.
- If the scanner is not recognizing or scanning anything, and the red light is not on, it may be necessary to unplug the scanner at the USB port and plug it back in. This should reset the scanner with the computer.

## **Laptop Setup and Instructions**

All items needed for one laptop station are in the backpack. Make sure all items stay with the **same station** – due to computer settings, **do not swap** components on laptops.

Components are located in the pockets indicated below. *Please take special care to velcro-wrap cords and replace all items in the correct pockets when event is completed.*

Please note that the **small zippered pouch** is for the **CAMERA** – **not** the mouse. Please replace the camera in the pouch before putting it in the proper pocket of the backpack after each event.



Locate each item in the backpack and plug the component into the appropriate USB port or outlet according to the numbers below.

1. **Power Cord** – plug into laptop and power outlet or surge protector, using prong adapter if necessary.
2. **Fingerprint Scanner** – must be plugged into a dedicated USB port (not into the USB hub)
3. **Microphone** – locate the circular outlet marked with the microphone and plug there.
4. **USB Hub** – Plug the USB extension hub into one of the USB ports.
5. **Camera** – Plug the camera, with the extension cord attached into the USB hub.
6. **Keyboard** – Plug the keyboard into the USB hub.
7. **Mouse** – Plug the Mouse into the USB hub.





## Step 1 - Data Entry

We have designed the software to be as user friendly as possible. Every time you complete a section you will see a green check mark appear on the top right hand corner of the form showing that you have completed the task and are ready to move on to the next step.

You are now ready to start entering data.

- \* Enter all data that the parent provided on the pre-interview form.
- \* We have provided a variety of dropdown menus to speed the interview process.



Parents are given a pre-interview form to fill out. This form is vital in having a successful event. It will help reduce spelling errors, as well as speeding up the process at an event that is loud or in close quarters to other systems.

We do include this form in the "Forms folder" on the desktop of your system. We suggest having them preprinted on a laser printer in order to reduce ink usage, but it is handy to have them on the computer, should you run out at an event.

3



## Step 2 - Fingerprinting

You are now ready to scan the Child's fingerprints To scan, begin with...

Right Thumb followed by the: Right Index / Right Middle / Right Ring / Right Little Repeat the scans on the left hand in the same order.

Once completed you will have a Green Check mark on the right hand side of the form.

You can right click on a fingerprint to delete one or all fingerprints. This is useful if you accidentally scan the wrong finger.

For the most part the scanners work flawlessly.

We have listed some tips to help you for any minor issues you may incur.

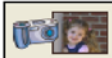
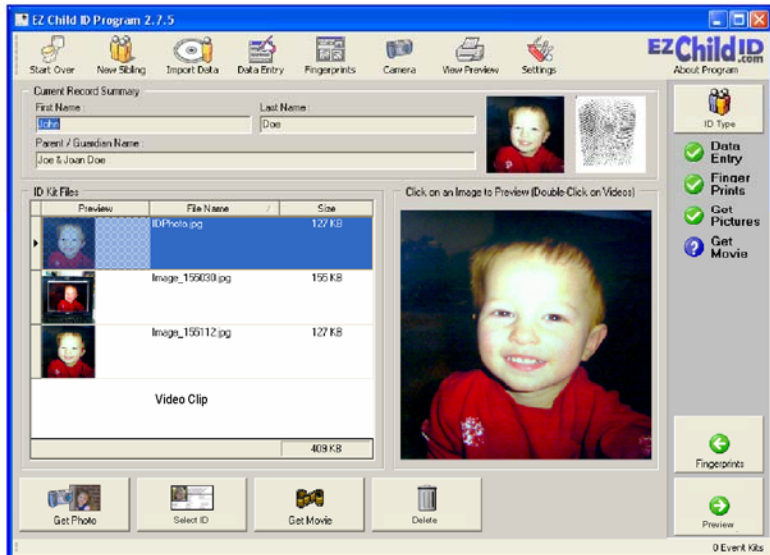
### TIPS:

- 1) Be sure the scanner lens is clean. (you can clean it with a piece of tape **DO NOT USE WATER**)
- 2) Small infants and children's fingerprints are sometimes difficult to get. You may have to skip a few in order to keep the event going smoothly.
- 3) If it is extremely hot outside, have a bowl of ice water to cool the child's fingers down. Since it is a biometric scanner there needs to be a temperature difference of 5- 10 degrees.
- 4) If a child sucks their thumb there may be "holes" or "blank spots" on the fingerprint, this is normal.
- 5) You can always check the quality of the scan by clicking on the "Analyze" button.
- 6) If it is extremely sunny and you are at an outdoor event, have cloth to cover the hand while taking the prints. In rare cases, this can affect the ability to get a good print.

4



### Step 3 - Photo and Video



Get Photo

#### Take a Photo of the individual

Click on the "Camera" Icon on the bottom right of the screen.

Next click on the "Get Photo" Icon on the bottom of the form.

Next click on the "Grab Picture" on the right of the screen. Then click "Save Picture" and then "Finished" to close.

Take as many pictures as needed. You are able to pick from a list to select the photo you want to go on the ID card. The rest of the photos will be burned to the CD.



ID Photo

#### Take a Video of the child

Click the "Get Movie" Icon on the bottom left of the screen.

Next click on the "Start Video Capture" Icon.

The video will begin recording. Click on "Stop Capture" when finished. Click on "Finished" to close. To preview video, double click on the "Video Clip" file.



Get Movie

**KEEP THE VIDEO SHORT.** The longer the video - the longer the burn time!

5



**NEW FEATURE**

We have now integrated a **Tilt / Pan & Zoom** feature in our program. Clicking the arrows will allow you to **tilt and rotate the camera**. You no longer have to use the Logitech software that comes with the camera.



Click on the to zoom the camera

Click on the arrows to tilt or pan the camera from left to right

#### TIPS:

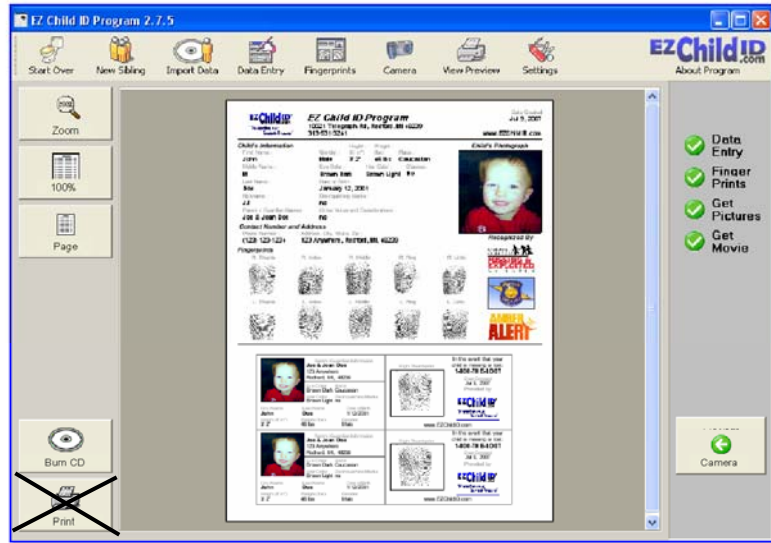
- Be sure to take photos from all of sides of the child.
- Be sure to select the photo you want to print on the form as the ID photo. All other photos will be saved on the CD, but only the ID photo will print on the form.
- Remember that it is OK if a parent has to hold their young child. If you push the child too hard the child may not want to cooperate on the rest of the process.
- **KEEP YOUR VIDEO INTERVIEW SHORT!!!** This is extremely important in having your event go smoothly. If your video is too long, it will take too long to burn the CD. We are looking to get a voice print and some mannerisms. Do not ask too many questions.
- Check the right hand side of the form to be sure you have all four green check marks.



6



## Step 4 - View Preview and Burn



1) You are now ready to preview the form  
Go to the bottom of the form and click the "Preview" Icon.  
This will pull up the form. If all the information is correct then you may proceed to print the form.

2) We no longer print the summary page.



3) Copy Files to Burner  
Click on the "Burn CD" Icon and it will automatically copy the data to the burn folder.  
**BE SURE TO LOAD A BLANK CD INTO THE DRIVE.**



4) The Simple CD Burner (1.02) software screen will appear and just click the "Start Burn" Icon. Your CD will begin burning and you can proceed to the next child. (Do not close the program, you can minimize it if you want.) The CD drawer will open when the burn is complete.



5) To start the next child click the "Start Over" Icon on the upper left of the form. Be sure the data is correct before starting over. This will delete all information. A screen will appear stating that all information was deleted and you can show the parents if they would like to see. Click "OK" to move on to the next child. **To preview/test the entire CD:** After the drawer opens, close drawer. A window will automatically open listing the files on the CD. Double click to view the files. Eject CD when done.

### TIPS:

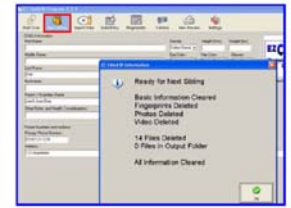
- 1) This is a good time to have the parent review the form for spelling errors.
- 2) Once the form is printed and it has been sent to the CD burner and you are sure that it is being burned, you can start over and go onto the next child. This will speed up the Child ID process.
- 3) **MAKE SURE ALL YOU INFORMATION IS ACCURATE. ONCE YOU CLICK START OVER, ALL THE INFORMATION IS ERASED.**

7

## NEW FEATURE



If you have multiple children from the same family, we have a "New Sibling" button. This will erase all of the personal information, but keep the parents name, address, and phone number. You will still have to burn a CD for each child, but it eliminates you from having to re-enter all the parent data again.



## NEW FEATURE



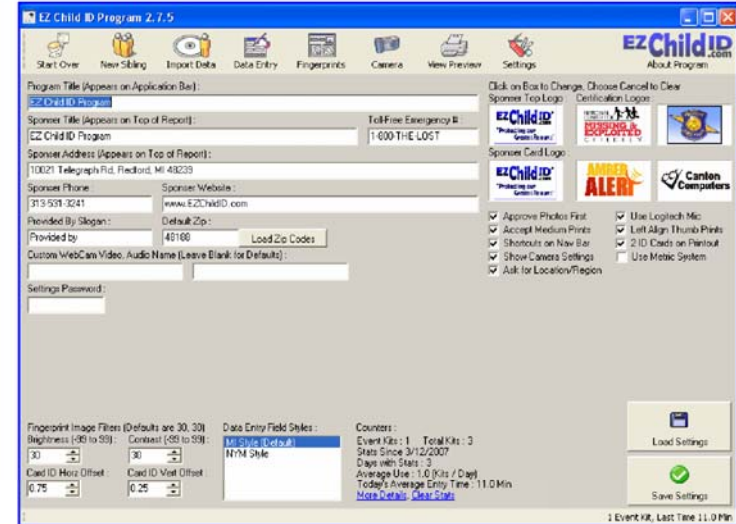
This is a great new feature that allows you to take a CD that you previously burned and re-populate all data fields. This is great for the times when you make a CD and delete all the information, only to realize you misspelled a name. It is also great if a child brings back a CD next year, you can import the data and will only need to change the height, weight, fingerprints and photos. **A NEW CD WILL STILL NEED TO BE BURNED.**



Under Settings is where you can customize your EZ Child ID software to be your own.

### Features

- Custom Name & Title
- Custom Address
- Custom Website
- Custom Phone
- Zip codes for every state
- 6 customizable logos
- Custom password
- 1 or 2 ID cards on form
- Your website included on every ID card and many more!!!



This manual was produced to get you familiar with our system. Please contact your CHIP coordinator first if you have any questions. If you are having any issues, please don't hesitate to call or email us. We strive to have the best child id system in the country and your suggestions are always appreciated. Thank you again for purchasing the EZ CHILD ID SYSTEM and good luck with your CHIP event!

You can email us at [sales@EZchildID.com](mailto:sales@EZchildID.com)

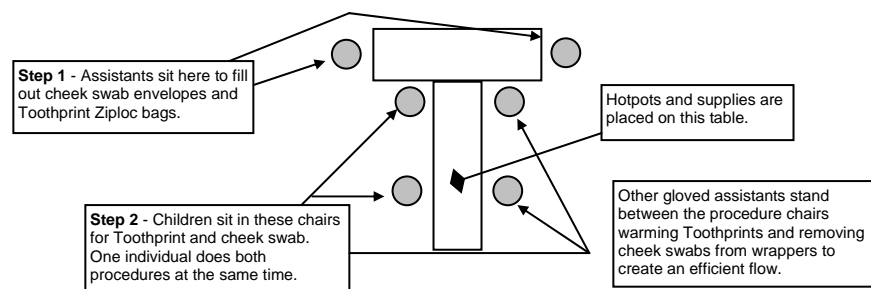
*John Minimedi - EZ Child ID*

8

## Toothprints® and Cheek Swab Stations – Instructions & Dental Procedures

### INSTRUCTIONS:

- **ONLY** gloved Licensed Dentists, Hygienists, and Assistants are to place Toothprint® wafers and DNA cheek swabs in a child's mouth. In the event that dental personnel are not available for an event, other medically licensed or registered individuals may perform the Toothprint® and cheek swab procedures (i.e., RN, LPN, Doctor, EMT).
- They may be assisted by gloved personnel in warming the wafers.
- The child's name and the date are placed on the Toothprints® plastic bag and the self-sealing envelope for the cheek swab using a Sharpie-type marking pen.
- **Never touch the Toothprint® wafers with bare hands.** Doing so will transfer your own DNA to the wafer. Gloves must be worn when handling the Toothprint® wafers. The personnel performing the Toothprints® and cheek swab procedures will change gloves for each child. Assisting personnel need not change gloves that frequently unless they handle Toothprint® impressions after they have been in the mouth.
- Chairs should be available for children as well as dental personnel.
- Hot pots should be kept clean and distilled water periodically checked for adequate levels. Two gallons of distilled water will be necessary for warming the wafers. Ordinary tap water should NOT be used for this purpose.
- Toothprint® wafers and plastic bags, and cheek swabs are supplied at the dental professional area.
- If necessary, note Dental Procedures below, which should be provided to dental personnel in advance of the event.
- It is suggested that tables and chairs be arranged similar to the diagram below for efficient flow through the station.



### DENTAL PROCEDURES:

This protocol is intended to help dental professionals who are participating in the Nebraska Freemasons CHIP (Child Identification Program) Program. The Nebraska Dental Association, the Nebraska Dental Hygienists' Association and the Nebraska Dental Assistants' Association are committed to furnishing professionals to perform the Toothprint® and DNA cheek swab portions of that program. A dental professional is either a dentist, dental hygienist, or dental assistant properly licensed, registered or certified in the state of Nebraska.

Needed materials: All Toothprint® and cheek swab materials are furnished at the site by the organizers of the event. Gloves are also provided. Gloves must be worn and changed after each child. If possible, it is also suggested that 2X2 gauze pads also be brought by dental personnel in case of an unexpected incident (e.g. exfoliation of a deciduous tooth). A dental water bath may be brought by professionals (a less sophisticated "hot pot" is provided).

It is advisable to have one person available to perform the Toothprint® and cheek swab, while another gloved member of dental personnel (or volunteer staff) prepares the Toothprint® in the water bath and unwraps the cheek swab. This individual need not change gloves after each procedure. Another volunteer should be available to fill out the information on the Toothprint® Ziploc bag and the label on the self-sealing envelope for the cheek swab. The person preparing the materials and writing on the envelopes need not be a licensed dental professional.

### Toothprints® Procedure – DO THIS FIRST

Toothprints® are made using a thermoplastic material. The Toothprint® wafer is heated in the hot distilled water bath until it is soft (about 140°F) and then it is inserted in the mouth. The wafer will become soft and pliable as it is moved back and forth in the hot water bath. Never touch the Toothprint® wafers with bare hands. Doing so will transfer your own DNA to the wafer. Gloves must be worn when handling the Toothprint® wafers. The child is instructed to close down hard and hold for 20-30 seconds. When the wafer hardens the child is instructed to open, the Toothprint® removed, and placed in the provided plastic bag. For younger children, the wafer can be adapted by pushing the pads together. Young children (less than 6 yrs. old) tend to close VERY quickly. The wafer needs to be placed very quickly so that if the child closes and then opens, the wafer can be removed and held vertically until it hardens. The child's name and date should be written on plastic bag with a fine point Sharpie-type

marking pen. It is helpful for assistants to mark the name and soften the wafer in the distilled water bath prior to the professional's use. This saves *much* time. Upon completion, place the wafer in the Ziploc bag and close. The Toothprint® impressions are to be placed with other CHIP materials in the Masonic CHIP plastic bag and given to the parents.

Prudence should be used in the Toothprint® procedure. It is not worth forcing a bad experience upon an uncooperative child. Children under age 3 are usually the most apprehensive but it can happen with anyone. Should it not be possible to obtain a Toothprint® this time, inform them that it may be possible at the next area event.

### Cheek Swab Procedure

The cheek swab should be removed from the plastic protective sleeve. The sleeve can be thrown away. With gloved hands, unclip the plastic cover over the swab and slip it slightly down the stick of the swab. Explain to the child that you're going to put the swab in the inside of their cheek and rub it around a few times before doing so. The plastic cover should then be replaced over the cheek swab and placed in the self-sealing envelope that has been labeled with the child's name and date of the event.

Cheek swabs should be stored in a freezer at home. Doing so will preserve the DNA for up to 25-30 years. If kept in a dark closet or cabinet, the DNA only lasts an average of 5-8 years.

### Additional Information

1. For large numbers, it is advisable to have at least four personnel (two on either side of an 8 or 10 foot table) to facilitate control during the event. Each dental person may do both the Toothprint® and the cheek swab.
2. There should be one scribe or person who will be printing the names on Ziploc bags and cheek swab envelopes for each two dental personnel.
3. If there will be more than one shift, each shift should have the same number, depending on the total number. (6 for large events, 3 for small events)
4. Two trashcans with liners should be available on either side of the table for cheek swab envelopes and used glove disposal.
5. Hot pot electrical lines should be stabilized with duct tape.
6. Four chairs are needed for seating children during Toothprints® and cheek swabs.
7. All materials should be stored under the table during the event

## Check Out Station – Scent Pad and Instructions

### **INSTRUCTIONS FOR PUTTING TOGETHER AT-HOME SCENT PAD KITS:**

There are three components to the at-home scent pad kit: 1) zip lock closure bag, 2) individual pair of sterile gloves, and 3) **three** sealed sterile gauze pads.

Follow these instructions to include the individual at-home scent pad kits:

1. One person at check-out should put on a pair of sterile nitrile gloves from the dental station (**do not open one of the individually wrapped pairs used for the scent pad kits**).
2. The gloved individual should then place **one of the small zip lock closure bags, three (3) sealed sterile gauze pads, and one individually sealed pair of gloves** into each child's completed CHIP kits. **Do not open the zip lock closure bags.**
3. **Explain the instructions** on the outside of the zip lock bag to the parents to ensure they understand the procedure that needs to be done at home.

### **GENERAL INSTRUCTIONS:**

- This is the final step in the program and the impression left upon the family by the people in the check out area will be a lasting one.
- Place one of the prepared scent pad kits into each child's CHIP kit bag.
- Ensure that the child has completed each step in the program by looking at the Parent Information Check-off Sheet and visually checking the Masonic CHIP plastic bag for each component. If they have missed a step, have an escort assist in getting that completed. Make sure the permission form is not in the bag. If it is, keep it and return it to the registration table for the final count. The **Child ID Information Sheet** should also be placed in the bag. **DO NOT KEEP THESE CHILD ID SHEETS. However, If the permission form is in the bag, remove it and get it to the registration table.**
- ***Briefly review the What Now information on the outside of the bag with the parents/guardians.*** Introduce the practice of spitting and touching as many things as possible if the child should ever be abducted or find themselves in trouble. This provides a vital scent trail for the police and search dogs to facilitate an earlier recovery of children. The cheek swab and Toothprint® provide the scent of the child for the dogs to track.
- Give the child(ren) an orange CHIP sticker and thank the parent **and the child(ren)** for participating in the program.
- If available, someone can instruct the children after the check out station about safety in the event they find themselves in a situation with a stranger or abducted. For example, kicking and screaming, spitting in the car for scent trail, touching everything and pulling out hair for tracking purposes, etc.

## Clean Up & Breakdown – Instructions & Close Out

### INSTRUCTIONS:

- Cleanup and breakdown is just as important as any part of the event because:
- It leaves a lasting impression on the host organizations.
- It repacks the equipment in the proper condition and location for the next use.
- Make sure the persons in charge of clean up are fresh and have not worked all day. Getting the equipment back to its proper location is extremely important and if workers are tired they may not be meticulous in repacking.
- Return all equipment to its proper location – location of all equipment is listed on top of the Utility Box or the Inventory Box.
- Note any missing equipment or equipment that does not work properly (clearly note problem) on the red notification sheet found in the Form Box.
- Roll all backdrops (facing outward) together and secure with stretch cords provided.
- Return permission forms in Forms Box.
- Dispose of all trash.
- Offer to put away any tables and chairs that may have been provided.
- Make sure the host is satisfied with the clean up.

### CLOSE OUT:

- Report to Grand Lodge any problems or suggestions.
- Thank all persons involved – a written thank you note is the best form in which to do this. A Certificate of Appreciation can be downloaded from the Grand Lodge website.

## Equipment Inventory List

Equipment lists and Inventory Supplies available through Grand Lodge. A copy of this checklist is provided with the equipment upon checkout.

<b>Tote</b>	<b>Quantity</b>
Orange CHIP Stickers	1 Roll
Duct Tape for Taping Floor Electric Cords	1 Roll
Sterile Cheek Swabs	300
Self-Sealing Envelopes for Check Swabs	300
Assorted Gloves (8 boxes: 3 Small, 4 Medium, 1 Large)	800
Toothprint Water Warmer	2
Fine Point Sharpies	6
Toothprint Wafers & Ziploc Bags	300
Scissors	1
Thermometer	1
Box of Miscellaneous Supplies	1
CHIP Kit Bags	300
CD's (blank)	300
CD Envelopes	300
Alcohol Swabs	
Power Strips	3
Extension Cords	8
Height Chart	1
Guaze Pads	900
Glove Pairs	300
Scent Pad Ziplock Bags	300

<b>Separate Supplies</b>	<b>Quantity</b>
Banner Stand	
3x6 ft. Vinyl CHIP Banner & poles	1
Computer Backpacks (laptop, fingerprint scanner, webcam)	

<b>Forms Box</b>	<b>Quantity</b>
Volunteer Sign-in Sheet & Problem Notification Sheet	1 ea
Station Signs and Station Instructions	
Permission Forms	300
Child Info/Parent Checklists	300
Name/Date Sheets	300
Laminated Interview Questions	
Clips for ID forms	10
Volunteer Sign-in Sheet & Problem Notification Sheet	1 ea

**Supplies to be Contributed by Event Host                      Quantity**

- 1. Waste Baskets ----- 5
- 2. Garbage Bags ----- 25
- 3. Tables ----- Minimum 10
- 4. Folding Chairs ----- Minimum 30
- 5. Distilled Water ----- 2 Gallons
- 6. Paper Towels ----- 2 Rolls
- 7. Scale for parents to weigh children at Registration ----- 1 or 2

The numbers of supplies will be adjusted for the number of estimated participants.

Care must be taken to repack the items back in the correct boxes and make sure all items are accounted for. Individual inventory sheets are provided for each box to ensure accuracy. One person should be in charge of clean up and repacking, with help provided by others.

\*Special permission forms are available for “School Based” programs or programs where registration from the parents is needed in advance of the actual CHIP event.

**CHIP Publicity Procedures**

**How to promote your Masonic Child Identification Program (CHIP) using publicity.**

Promoting your CHIP program through publicity can be an economical and effective way to insure the success of your Masonic Child Identification Program. It is less costly than advertising but does require a measure of effort. Advertising, too, can be effective if a sufficient budget exists to place newspaper ads or buy radio time. This protocol, however, is focused on generating effective publicity for your CHIP event.

Generally, there are three types of CHIP events: 1.) Stand-Alone – Where the Child Identification Program is the only program being conducted; 2.) Community/Shared – Integrated where the Masonic CHIP program is only one portion of a larger event. 3.) School-based – Program run during school time. The manner in which you handle publicity is slightly different for each.

In stand-alone CHIP events, the entire energy of the PR effort can be directed toward that event. In shared events, it is advisable to interface with the publicity committee or person for the larger event to make sure what you say or write about the event conforms to the overall message. In most cases, you should issue a separate news release for the CHIP event because a paragraph or less is often all the CHIP portion might receive in a “shared” news release. In the latter case, it should be incumbent upon you to provide copy for the shared news release and also for an event brochure, and ask to be shown any edits prior to release or publication. Be sure to extend the same courtesy to your colleagues by framing the larger event within your specific CHIP news release using their copy or phraseology.

With school-based programs, special care should be taken to interface with the principal and/or superintendent of schools. Some school systems have special procedures to protect the privacy of the children and/or individual children from media coverage. Special procedures to have media teams get clearance in CHIP events at schools should always be arranged in advance through the proper school authorities.

There are abundant publicity opportunities available in almost every region of Nebraska. There are very few areas that are not covered by daily and/or weekly newspapers, radio stations, television stations, cable TV companies and even supermarket bulletin boards. In your area hundreds of people visit your local supermarkets and other stores every day. It’s easy to prepare a “broadside” that can be easily duplicated and posted in these locations. Be sure to ask permission before posting.

Finally, the single element that will be critical to the success or failure of your promotion is simply—effort. If you make the effort to write a news release, print or duplicate a flyer and then do the legwork and make the telephone calls to place these materials in the hands of editors and news directors, you are almost guaranteed a successful event.

There is one very important thing to remember however. Editors and news directors owe you or our organization nothing. Press contact is, or should be, very much a mutually beneficial activity. You are providing them with information that is of interest to their readers, viewers or listeners and they are providing you with a forum to deliver your message to people who have the potential of attending your CHIP event. Encourage and respect that relationship.

We suggested that you would be reaching an audience of people who may *potentially* participate in your CHIP program. You must convince them in your materials that your CHIP program is *worth* attending and that it will provide a benefit for them. The art of preparing the most effective promotional materials will be discussed, with examples, in the next few pages.

### **Opportunities for publicity**

Many opportunities exist in your area to promote your CHIP event. These include:

- **Daily & Weekly Newspapers**—news releases and photos
- **Radio Stations**—news releases and Public Service Announcement (PSA) scripts
- **Television Stations**—news releases and Public Service Announcement scripts
- **Cable TV Systems**—Public Service Announcement scripts
- **Bulletin Boards/Store Windows**—Flyers/broadside

### **How to prepare effective news releases**

The heading of a news or press release should contain the name of the organization—such as “Nebraska Freemasons”—the date that you want the information to be released, (in most cases: FOR IMMEDIATE RELEASE), and the name, telephone number or perhaps email address where the editor can get additional information. This is illustrated in the examples we’ve attached.

There are five key elements that **MUST** be in every piece of promotional material you develop:

**Who**  
**What**  
**Where**  
**Why**  
**When**

These five elements should also appear in the very first part of your news release and, in a condensed form, in the headline. Again look at the examples to see *how* they have been incorporated into our sample releases.

**Who**, of course, could be “Nebraska Freemasons” and your local Masonic Family and appendant bodies, Lodge or a group of Lodges in an area. Typically, other sponsoring bodies in our CHIP events are the Nebraska Dental Association, the Nebraska Dental Hygienists’ Association, the Nebraska Dental Assistants’ Association, the State Troopers Association of Nebraska, and the Nebraska Sheriffs’ Association (local law enforcement) and other local organizations.

**What** is where you describe a Child Identification Program (CHIP) that consists of a brief Webcam interview with the child to show his or her mannerisms and speech patterns, as well as Webcam still photographs. Additionally, Fingerprints are recorded by Scanner. All three items—interview, photograph and fingerprints are recorded on a CD, which can then be used for Amber Alert.

A Toothprint® impression and a DNA cheek swab are taken by professional dental personnel. It is very important that you make the statement that ALL materials are given to the parent or guardian once the child has been processed. Only the parent permission form is retained by the Masons. It is also important to state that the program is at no charge and no appointment is necessary. If a community fundraising event is to be held as well, include information on that event as well.

**Where and When.** You would be amazed at how often a news release goes out WITHOUT the location, date, and time of the event. This is not only embarrassing but makes more work for the editor. State these facts clearly, using the full day and date and using AM or PM to note the times. If the location is not generally well known, write in short directions using landmarks, street names and route numbers where possible, perhaps include a small map. Make it easy for your potential customers to find you. It is sometimes also a good idea to insert a name and telephone number at the end of the release where people may call for more information. However, unless there is someone to answer this telephone, at least during normal business hours, that is prepared to answer many calls and questions from the general public, it may be best to leave this out of your release. Be careful.

**Why.** The reason we do Child Identification Programs is to facilitate the recovery, and, if necessary, identification of lost, missing or exploited children, once they are found. Please consider the enormous sensitivity of this purpose. No one ever wants to think that his or her

child may become a victim and to dwell on this aspect may even have a negative impact without the proper explanation. It is best to use phrases such as “to promote child safety.”

The new CHIP brochure handles this in one short paragraph that may be copied into your release: The Nebraska Freemasons Child Identification Program (CHIP) addresses the alarming fact that over 1,000,000 children are reported missing in the United States each year. While most are found, many are not. Also, the abduction of children is both under-reported and rapidly increasing in our society.

Although the next information comes under the “who” element, it belongs at the end of the release and is called “the motherhood statement.” CHIP programs are a vital part of our Masonic Family Awareness Program, the goal of which is to educate the public as to who Freemasons are and what we do. We do this by associating Freemasonry with things that are relatively well known. The following is a typical “motherhood statement” that belongs at the end of the release but before the final “for more information” paragraph:

Freemasonry was constituted in Nebraska in 1857 and currently there are 159 Masonic Lodges in 137 Nebraska communities. Freemasons in North America contribute more than \$2,000,000 each day to charity. Freemasons operate the 22 Shriners burn and orthopedic hospitals around the country where there is never a charge to the patient, parent or any third party for any service or medical treatment received at the hospitals.

Nebraska Freemasons annually contribute to the Nebraska Masonic Home in Plattsmouth and the Masonic-Eastern Star Home for Children in Fremont. They also provide more than \$40,000 in academic scholarship assistance annually. Masonic Lodges promote child safety through the statewide Child Identification Program. The Masonic Family also sponsors and supports the Order of DeMolay for young men and the International Order of Rainbow Girls and Job’s Daughters for young women, with several active chapters, assemblies and bethels here in Nebraska.

This is a lot of information, but it really positions Nebraska Freemasonry as a worthwhile organization. This kind of information can produce a positive image and help change negative perceptions held by the public and by too many members of the press.

These are the very basics in preparing a news release. There are, of course, variations and exceptions such when a celebrity or a local political official has promised to attend the CHIP event. This should be written into the first or second paragraph of the release. As for timing, you should have your news releases in the hands of the media three to four weeks prior to the date of your event.

### **How to prepare a Public Service Announcement script**

The same news release may be given to both newspaper editors and broadcast news directors. But, in broadcasting, you have another opportunity for promotion through public service directors. These are the people who coordinate announcements or non-paid commercials known in the trade as PSAs or public service announcements and are broadcast by the radio or TV station as a public service. The same script could also be used for Community Bulletin Board programs and cable TV system bulletin boards.

PSAs must contain the same information as in a news release but the tone can be a little more conversational. For example, you might begin a PSA script; Parents with children 18 and younger are invited to participate in a comprehensive Child Identification Program that will be conducted by Nebraska Freemasons. The program is at no charge to the parents and you’re under no obligation...etc.

News releases can be as long as two pages as long as they’re tightly written but PSAs should not be longer than 30 seconds. That’s about 75 words. And remember, each number counts for a word.

### **Preparing broadsides and flyers**

With the availability of computer desktop publishing programs, it’s relatively easy to prepare a professional-looking broadside or flyer that can be used effectively in several ways to promote your CHIP event. There is a sample at the end of this material for guidance. Clip art with the square & compasses logo is easily accessible from several sites on the Internet, including the Downloads page of the Grand Lodge website at [www.glne.org](http://www.glne.org).

They can be inexpensively duplicated at neighborhood copy centers for distribution to other organizations. Don’t forget to post them on the bulletin boards of your local supermarkets where they will be seen by moms and dads of small children who are our prime candidates for participating in Masonic CHIP programs. Many copy centers will also enlarge and duplicate your flyer on index card stock and many merchants are more than happy to post these in the windows of their stores. Distributing flyers and getting posters up takes a lot of legwork but the results make it a very worthwhile activity and an effective promotional tool.

### **Placing promotional materials & editorial contact.**

All of the news releases, public service announcements and flyers you worked so hard to produce are only effective if they get used, or *placed*. If needed, a list of daily and weekly newspapers, radio stations and television stations can be obtained from the Grand Lodge of Nebraska. But even with these frequent updates, there is great turnover in the media, so we encourage you to make personal

contact with the editors and news directors in your area. Telephone numbers are readily accessible in the Yellow Pages as is information on local cable TV systems.

With the possible exception of major media outlets such as those in Lincoln and Omaha, your chances of building a relationship with local editors and news directors are excellent. Most are anxious to establish good relations with local civic and service organizations and most will go out of their way to help you. But you must take the first step.

At the very least, make a telephone call, introduce yourself and your Lodge and tell the editor a little about the CHIP programs and how successful they have been. Mention that you would like to send them (or better, deliver in person) a news release about your program and invite them to attend. You might also mention that kids going through the program make a wonderful photo opportunity.

If the editor expresses enthusiasm and desires to expand on the information that you are able to provide, we can provide people for an in-depth interview. We can also provide experienced people who are available for broadcast interviews or even to appear on radio and TV talk shows. The Child Identification Program provides a wonderful awareness vehicle to promote CHIP sponsoring organizations in Nebraska.

Again, the success of your promotion will directly reflect the effort that you put into it.

**Follow up. You're not done yet.**

If the local media does not cover your event by sending a reporter or photographer, this gives you another opportunity to prepare and send out a second news release following your event that contains information including the number of children processed and how successful it was. If you've taken photos yourself, choose one or two of the best and send them along with your release.

At very least, if an editor or news director has made the effort to print your release or broadcast news of your CHIP program, send them a note afterwards thanking them for helping to make the event successful. No other thing you do will pave the way to making the promotion of your next event successful, not just for your future CHIP programs, but also for other Lodge activities that you should promote on a regular basis. Building a positive relationship with your region's editors will pay dividends well into the future. The effort is well worth it.

**The following is sample copy for a CHIP news release. It is also available on the Downloads page of the Grand Lodge of Nebraska website ([www.glne.org](http://www.glne.org)):**

***NEWS RELEASE***

**NEBRASKA FREEMASONS  
FOR IMMEDIATE RELEASE**

Contact: \_\_\_\_\_, Secretary  
\_\_\_\_\_ Lodge No. \_\_\_\_\_  
Phone: \_\_\_\_\_

**CHIP – Nebraska Freemasons Child Identification Program**

CHIP — The Nebraska Freemasons Masonic Child Identification Program — is coming to Squire John Thomas Elementary School on April 29th and 30th 2010. Children enrolled at the school will participate during the school day while all children of the community at large are eligible to participate in the program from 3:30 P.M. to 5:30 P.M. each day at no charge. The cost of the event is being underwritten by Waterloo Masonic Lodge No. 102 in Elkhorn, NE.

Nebraska Freemasons and the Masonic Family invite children, age 18 and younger, to participate in a comprehensive Child Identification Program at the National Night Out program at Squire John Thomas Elementary School on April 29th and 30th 2010 from 8:30 AM until 5:30 PM both days. A CD will be provided that includes a brief interview and digital photograph, and digital fingerprints of the child. Volunteers will make a Toothprint® with the child and take DNA cheek swabs. Materials and instructions are also included for the at-home generation of scent pads for canine search and rescue. All materials are given to the parents for safekeeping. No copies are kept on file, and the program is at no charge to the participants.

CHIP events are conducted by members of Masonic Lodges in the 13 Masonic Membership Areas in cooperation with the Nebraska Dental Association, the Nebraska Dental Hygienists' Association, the State Troopers Association of Nebraska, the Nebraska Sheriffs' Association and the local police department.

The Toothprint® impression is a relatively new means of identification where the child bites down on a wafer, making a permanent, archivable record of their teeth. Toothprints® were developed by Dr. David Tesini of Framingham, Massachusetts, a pediatric dentist who developed Toothprints® as another means of identifying a child that fingerprints alone may not guarantee.

Mr. Peter Banks, Director of the National Center for Missing and Exploited Children, was the first to suggest that the saliva on the Toothprint® wafers might be a suitable sample for nuclear DNA testing and scent recovery by bloodhound recovery dogs; both have

been clinically documented. It has been shown that 3 years after a Toothprint® has been taken, the saliva is still viable for DNA testing. He also stated that, since the Toothprint® wafer is sealed in a “zipper”-type plastic bag, enough scent remains for a trained dog to identify and track it. Cheek swabs provide DNA and, when frozen, are stated to last for up to 30 years.

Masonic Child Identification programs are held periodically throughout Nebraska and may be sponsored by any group but are generally sponsored by local Masonic Lodges as part of their community service programs. Many school officials have requested that the program be brought into the school systems in their municipalities.

The frightening statistics show that over one million children are reported missing in the United States each year, with more than 100,000 attempted abductions by non-family members for the same period. The fact that more than 3,000 Americans remain unidentified makes the value of this program is enormous.

Freemasonry is the oldest and largest fraternal organization in the world. The Grand Lodge of Nebraska was established in 1857. Today, there are over 16,000 Freemasons in Nebraska who meet in more than 140 individual Lodges in cities and towns throughout the State. The Nebraska Masonic family includes the appendant bodies of the Order of the Eastern Star, Shrine, Scottish Rite, York Rite, DeMolay, Job’s Daughters and Rainbow for Girls. The jurisdiction of Nebraska is very proud of the Masonic unity members have worked very hard to foster throughout each of the appendant bodies.

Freemasons in North America contribute more than \$2,000,000 each day to charity. Freemasons operate the 22 Shriners burn and orthopedic hospitals around the country where there is never a charge to the patient, parent or any third party for any service or medical treatment received at the hospitals.

Nebraska Freemasons annual contribute to the Nebraska Masonic Home in Plattsmouth and the Masonic-Eastern Star Home for Children in Fremont. They also provide more than \$40,000 in academic scholarship assistance annually. Masonic Lodges promote child safety through the statewide Child Identification Program. The Masonic Family also sponsors and supports the Order of DeMolay for young men and the International Order of Rainbow Girls and Job’s Daughters for young women, with several active chapters, assemblies and Bethels here in Nebraska.

Nebraska Freemasons CHIP is endorsed by and run through the Nebraska Freemasons CHIP Foundation, a 501c3 non-profit organization.

For more information, call 1-800-558-8029 or visit the Nebraska Grand Lodge web site at: [www.glne.org](http://www.glne.org).

**The following is sample copy for radio Public Service Announcement (PSA):**

Nebraska Freemasons, in cooperation with the Nebraska Dental Association, the Nebraska Dental Hygienists’ Association, the Nebraska Dental Assistants’ Association, the State Troopers Association of Nebraska, and the Nebraska Sheriffs’ Association, invite you and your children, age 18 and younger, to participate in a comprehensive Child Identification Program on Tuesday evening, August 1, 2003 (rain date is August 8th) from 6 PM until 8 PM as Plattsmouth participates in National Night Out for crime prevention. Your child will have a brief Webcam interview and Webcam still photograph taken, fingerprints will be recorded by a scanner, and will have a Toothprint® made and a cheek swab taken by professional dental personnel. Materials and instructions are also included for the at-home generation of scent pads for canine search and rescue. All materials are given to the parents for safekeeping.

No copies are kept on file, and the program is at no charge to all. It’s piece of mind that is well worth your time. No appointment is necessary. Just walk in, Tuesday, August first from 6 PM until 8 PM at the Veterans Memorial Stadium, 1<sup>st</sup> and Main Streets in Plattsmouth.

**The following is sample copy for a newspaper calendar listing:**

**EVENT:** Nebraska Freemasons Child Identification Program—CHIP— featuring Toothprints® sponsored by Masonic Lodges in cooperation with the Nebraska Dental Association, the Nebraska Dental Hygienists’ Association, the Nebraska Dental Assistants’ Association, the State Troopers Association of Nebraska, the Nebraska Sheriffs’ Association and the Plattsmouth Police as part of Plattsmouth’s participation in National Night Out for Crime Prevention.

**DATE & TIME:** Tuesday evening, August 1, 2003 from 6 PM until 8 PM at Veterans Memorial Stadium, 1<sup>st</sup> & Main Street in Plattsmouth. (Rain Date, Tuesday, August 8th).

**DESCRIPTION:** Children 18 and younger will have a brief Webcam interview, a Webcam still photograph, fingerprints will be recorded by a scanner, and will have a Toothprint® made and cheek swab taken by professional dental personnel. Materials and instructions are also included for the at-home generation of scent pads for canine search and rescue. All materials are given to the parents for safekeeping. No copies are kept on file, and the program is at no charge to all.

Sample flyer:

The Hastings Masonic Lodges  
In cooperation with the  
**State Troopers Association of Nebraska,**  
the **Adams County Sheriff's Department**  
and the **Nebraska Dental Association,**  
**Nebraska Dental Hygienists' Association**  
and the **Nebraska Dental Assistants' Association**

*Invite you and your children to participate in the*

## **Nebraska Freemasons** **CHild Identification Program (CHIP)**

**Saturday, December 4, 2004**

**10:00 a.m. to 2:00 p.m.**

**in the Hastings Masonic Center**  
**411 N. Hastings Avenue**

**WEBCAM PHOTO, WEBCAM INTERVIEW**  
**FINGERPRINTS, TOOTHPRINTS® AND DNA CHEEK**  
**SWABS OF EACH CHILD ARE PROVIDED**  
**AT NO CHARGE TO THE PARENTS**

1. Fingerprints will be on a digital scanner.
2. A Toothprint® impression and DNA cheek swab will be taken by qualified dental personnel. (Developed by a pediatric dentist, Toothprints® provide another means of tracking and identifying a child that fingerprinting alone may not guarantee.)
3. A brief Webcam interview will be done, as well as a Webcam still photograph taken.
4. Materials and instructions are also included for the at-home generation of scent pads for canine search and rescue.

*All identification materials are given to the parents,  
with instructions for safekeeping.*

*No copies, except the parent permission form,  
are kept on file with any sponsoring organization. A parent or guardian is  
required to be present to sign the permission form.*

## APPENDIX A

### Suggested Procedures for School Events

When an event is to be held in a school environment and the permission forms and a Child ID Information Form are sent home to the parents and returned ahead of the event, it is advisable to prepare the CHIP kits prior the event. This is an extra step that takes time, but it is well worth the effort. It cuts out the need for additional registration volunteers to fill out the name and date on all of the items in the kit and streamlines the whole process because there isn't a line of kids waiting for their forms to be filled out before they can go through the stations.

The following forms or items need to have a name and date filled out for the CHIP kit:

1. Name/Date sheet
2. Fingerprint Card (if using camera equipment kits)
3. Toothprint Ziploc Bag
4. Self-Seal Envelope for Cheek Swab
5. CHIP Bag

When a school event is held, the Grand Lodge will provide special permission forms with blanks for the name of the teacher and grade at the top. Ask the school to give you the permission forms after they've been returned, grouped by teacher/grade so the kits can be organized in that manner. If the school will allow it, ask for an electronic listing (preferably Excel) of all students in the school. Only the first and last name, teacher and grade are needed on the list. With this, a sufficient number of address-size labels per child can be printed ahead of time and placed on the items that need to be filled out. This does away with most of the hand lettering. Only the CD and name/date sheet will need to be filled out by hand in that case. *Never put labels of any kind on the CDs* before or after burning. This causes the CDs to become off-balance and will render them useless to the parents and law enforcement in the event they are needed. If you need help printing or formatting the labels, contact the Grand Lodge Office and Barb can assist with this step.

If the school cannot release a list of the students, the kits will need to be done by hand. Use a small Sharpie marker to fill out the name and date on the following: fingerprint card, name and date on CD. Use a large Sharpie marker for the following: Name/Date sheet – this needs to be large and legible, and the CHIP Kit Bag – Also label the bag with the teacher name and grade; careful as the Sharpie will smudge easily. Whether labeled or hand written, the preceding items should be placed in the CHIP Kit Bag, along with the Checklist, What Now insert, Sponsor sheet, and any other items you'll be handing out with the kits.

Fill out or label the Toothprint Ziploc bag and the self-seal envelope for the cheek swab separately. These two items should be paper-clipped together for each child and kept at the dental station to keep them sterile. Do not touch the inside of either while filling them out.

Group the CHIP Kit Bags in alphabetical order by teacher/grade. This will allow one or two people to control the flow of escorts going to get the kids from one classroom at a time. The Toothprint Ziploc bags and Self-Seal Envelopes for the Cheek Swab should also be grouped in this order. The classes should be rubber-banded together, with the teacher/grade written on a post-it note on the front to differentiate the classes. When the child goes to that station, the dental personnel can be pulled from that teacher's group in alphabetical order.

When a child is done going through the stations, the volunteer at the check-out station should seal the bag through the handle with one of the orange CHIP stickers. You will need to find out how the school wants to handle getting the kits to the parents. Some have the teachers collect the bags when the children are done and the children either take them home or the parents pick them up. Some schools prefer to have us put them back in alphabetical order by teacher/grade and they will keep them in the office and the parents have a certain amount of time to pick them up from the school before they are sent home with the kids.

## APPENDIX B

### CHIP School Event Process

A CHIP Event that takes place at a school during the school day runs slightly different than a traditional event where parents and children are walking in on a first come, first served basis. The steps outlined below are guidelines to follow. They can be modified, as needed, to fit the needs of the school and the local organizers.

1. A CHIP permission form and a Child ID Information Form will be given to the school for their approval prior to distribution. The school then distributes the permission forms and Child ID Information Form to children approximately two weeks prior to the event. CHIP brochures can also be copied to send home additional information about the event and what is involved in the child identification process. A shorter, modified form with event information can be supplied if requested. It works well to use the modified form and copy it directly on the back of the permission form.
2. Permission forms and Child ID Information Forms should be filled out by the parents or guardians and returned to the school about one week prior to the event. This way the organizers will have an idea of how many children will be identified during the school day.
3. If requested, school events can be set up so that school children that will be going through the CHIP process are identified from roughly 9:00 a.m. to 3:00 p.m., and then the event can be opened up to walk-ins for preschool children or other area children whose parents wish for them to be identified. Time and parameters can be set by the school to fit their own needs, including the bus schedule.
4. It takes approximately one and one-half to two hours to set up the equipment for an event. After setup, it will be necessary to set aside an additional hour to train volunteers who will be running the stations during the event. Because of the time needed for setup and training, when possible, it is helpful to setup the event the night before and train volunteers the morning of the event. Keep in mind that each event requires approximately 50 volunteers at a time to run the stations. If an event is scheduled for all day, it is advisable to have either a second crew or back up volunteers to fill in for breaks, as needed.
5. Because permission forms and Child ID Information Forms have been returned in advance and it will be known how many children per classroom will be participating, children can be taken through the CHIP process by pulling a classroom or two at a time. This will alleviate congestion and provide for a smooth flow for the event. After a classroom is almost completed, another classroom can be released to start the process. It takes approximately one-half hour for a child to go through the process from start to finish.

This book was developed by the Grand Lodge of Masons in Nebraska (March 2007). The Grand Lodge of Nebraska would like to thank the Grand Lodges of Massachusetts and Connecticut for their help in implementing the CHIP program and for the use of their publications.