



Kairos Prison Ministry International, Inc.
“... I was in prison, and you visited me.” (Matthew 25:36)

2016

STYLE GUIDE

Kairos Prison Ministry International is one ministry with three programs. In order to have a consistent message and preserve our branding, this guide provides some of the tools necessary for volunteers and staff to share our message.

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Introduction

To help Kairos Prison Ministry International achieve a strong and consistent written and visual image, we developed this style guide as a reference for those who write documents, including print and electronic materials.

The goal is to present a consistent and high-quality standard of writing that appropriately reflects the vision and mission of Kairos Prison Ministry.

The style guide addresses style issues that include writing tone, capitalization of titles, common phrase and word usage, and the correct use of logos. We also include approved language of various lengths for describing our programs. There is also a Website Style Guide that uses the materials in this style guide plus specific information for websites and social media.

We strongly encourage staff and volunteers to become familiar with these guidelines and to use them wherever possible.

Kairos follows the Associated Press Style Guide.

The Branding Message

Calling

In 1976, the first 3½-day Weekend was held, and in 1979, the name “Kairos” was adopted and the ministry became an independent, non-profit, Christian organization based on the Cursillo movement. “Kairos” is a New Testament Greek term that means “God’s Special Time,” often expressed in Scripture as “in the fullness of time.”

Core Programs

Kairos Inside for Incarcerated Men and Women

The Kairos Inside program strategy brings positive and negative leaders of the institution together for a 3½-day Weekend of carefully coordinated talks, discussions, chapel meditations, and music led by a same-gender team of volunteers. The Kairos program concept is to build the Christian community inside the institution where the Kairos Community prays and fellowships together on a regular basis. These “Prayer and Share” Groups meet weekly. In addition, each month the free-world Kairos community returns for a “Reunion” of the entire Kairos community.

Kairos Outside for Women of the Incarcerated

Kairos Outside is conducted outside the walls of correctional institutions. Kairos Outside is a special Weekend retreat designed to support the female relatives/friends of the men and women who are or have been incarcerated. Families “do time” right along with their incarcerated relatives/friends. In a safe environment with loving people, women interact with women who are in similar situations and learn to form small groups to give them strength for the challenges they face.

Kairos Torch for Youth

Kairos Torch offers unconditional love and acceptance, encouraging young men and women to share their life journey through participation in a long-term mentoring process. The program begins with a Weekend retreat in the prison. Torch team members commit to a weekly mentoring process with the youthful offenders for six months after the Weekend.

International Ministry

United States – 35 States

Nine Countries:

- Australia
- Canada
- Costa Rica
- Dominican Republic
- Honduras
- Nicaragua
- Peru
- South Africa
- United Kingdom

Vision, Mission, Core Values and Statement of Faith

VISION

A community spiritually freed from the effects of imprisonment reaching all impacted by incarceration, through the love, hope and faith found in Jesus Christ.

MISSION

The mission of Kairos Prison Ministry is to share the transforming love and forgiveness of Jesus Christ to impact the hearts and lives of incarcerated men, women and youth, as well as their families, to become loving and productive citizens of their communities.

CORE VALUES

Kairos Prison Ministry Core Values guide our behavior and actions as a board, staff, and volunteers:

Lay led, Christ centered Ministry

We are Christians who believe in the Holy Trinity and honor and live the teachings of the Bible and our Lord and Savior, Jesus Christ. We conduct the ministry while inviting all to attend as Guests or Participants in Weekends and program-specific follow-on activities to build Christian community.

Empowerment while Building Accountability

While we empower the local volunteers to conduct the ministry, we are accountable to excellence and performance at the highest standards and authority of the ministry. We empower Guests or Participants to be accountable for their lives and be transformed by Jesus Christ.

Continuing Ministry Model to Build Community

We believe in the importance of enabling relationships to build community, thus our model includes the Weekend experience, followed by Guests or Participants gathering regularly for accountability, support and prayer. The full complement of the well-defined returning model is necessary for the community to prosper.

Trustworthy

We believe that we must be honest and truthful in our personal conduct as we represent the ministry consistently and with integrity. We are obedient to God in everything we do and obedient to the guidelines of the Kairos ministry programs.

Respect and Love

We believe in respecting each person with dignity while modeling Christ love. We practice 'Listen, Listen, Love, Love.'

Stewardship

We believe that we must be good stewards of our ministry's programs, funds and resources, as well as our personal time, talent and treasures.

STATEMENT OF FAITH

The people of Kairos are called by God to share the love of Christ with those impacted by incarceration. Kairos encourages believers from a variety of Christian traditions to be volunteers in this Christ-filled ministry.

Kairos programs offer to prison residents, their families, and those who work with them the opportunity to receive God's forgiveness through faith in Jesus Christ, and to grow in their faith and servanthood in Christian community. We stand on the common ground of the following elements of faith:

We in Kairos believe:

- *The Bible is God's authoritative and inspired word for our faith and our lives.*
- *In the Trinity of the Father, Son and Holy Spirit.*
- *In the deity, death and resurrection of Jesus Christ.*
- *Friendship with God is a free gift, for God so loved the world that He gave His one and only son so that whoever believes in Him shall not perish but have eternal life.*
- *The love of Jesus Christ motivates His followers to provide food for the hungry, drink to the thirsty, welcome to the stranger, clothes for the naked and visits to the sick and those in prison.*
- *In sharing the love and forgiveness of Jesus Christ with all incarcerated individuals, their families and to those who work with them inside and outside the correctional institution.*

Elevator Speeches – Kairos Prison Ministry

Elevator speeches are to help each person have written or verbal talking points to use to describe Kairos based on the audience being addressed. It is helpful to know one or two of these and also have your own impact story ready for follow-up. The concept is that if you were with someone for only a short period of time (as in an elevator) and they asked you, ‘What is Kairos?’ you could quickly answer and lead to an invitation for more dialogue. This in turn helps create exposure for Kairos and can lead to new volunteers. In addition, when consistent written form is used, the repetitive nature across many uses helps build consistent awareness of Kairos Prison Ministry.

40 WORDS - Conversational approach

Kairos Prison Ministry International is a Christian faith-based ministry that addresses the spiritual needs of incarcerated men, women, youth, their families and those who work with them. By sharing the love and forgiveness of Jesus Christ, Kairos hopes to change hearts, transform lives and impact the world.

59 WORDS - Conversational approach or short format for use in printed materials

Kairos is a Greek word meaning “God's Special Time” or “in the fullness of time,” which means our Participants and Guests has an opportunity to reconsider their life choices. As hearts are changed and inmates begin to take responsibility for their actions, it's like having a front-row seat at a miracle. God transforms lives and the world is impacted.

88 WORDS - For printed materials

Kairos Prison Ministry shares the love and forgiveness of Jesus Christ to incarcerated men, women, youth and their families. Kairos sprang from the Cursillo movement and is supported by volunteers from the 4th-Day movements such as Cursillo, National Episcopal Cursillo, Presbyterian Cursillo, Lutheran Via de Cristo, The Upper Room's Walk To Emmaus, and independently ecumenical Tres Dias, as well as by volunteers from independent and non-denominational churches. As a ministry, Kairos embraces a diverse group of volunteers working together to fulfill Christ's call to action in Matthew 25:36.

111 WORDS - Extended format for use in printed materials

Kairos Prison Ministry is a ministry of the church ... a ministry of the apostles whom Jesus, the Christ, has called into community and sent forth into the environment of the correctional institution. Kairos has been called the best example of the early church in existence today.

The Kairos programs incorporate curriculum designed to build and encourage pro-social character and behavior. Society spends more than \$60 billion/year to keep 2.3 million inmates incarcerated, whereas the Kairos program is offered at no cost to State and Federal Institutions. *“It's been said that it costs the government \$1 million to keep me locked up, and a \$250 program from Kairos set me free.”*

100+ WORDS - Alternate extended format for use in printed materials

Kairos Prison Ministry International, Inc. started in the State of Florida in 1976 and is now in 35 states and nine countries including Australia, Canada, Costa Rica, Dominican Republic, Honduras, Nicaragua, Peru, South Africa and the United Kingdom.

The Kairos method of talks, meditations, and individual and group activities is an invitation to incarcerated men, women and youth to enter into a personal relationship with the living Christ. Kairos is not only to help Christ in saving souls, but also to put human lives in service—literally to transform prison environments.

By bringing the love and forgiveness of Jesus Christ into prison, Kairos is widely recognized as a highly effective program that positively changes inmate attitudes.

Kairos is one ministry composed of three programs. Kairos Inside serves incarcerated men and women living in prison. Kairos Outside reaches out to the women outside whose lives are impacted by incarceration, because families “do time” right along with their incarcerated relatives/friends. Kairos Torch encourages young men and women to share their life journey and change behavior through participation in a long-term mentoring process.

Elevator Speeches - Kairos Inside

21 Words – Conversational approach

Kairos Prison Ministry's purpose is to establish a Christian community inside prisons by the transforming love and forgiveness of Jesus Christ.

27 Words – Conversational approach

Kairos Prison Ministry is a front-row seat to God's miracles inside prisons. Kairos will show God's love and forgiveness and start the development of a Christian community.

55 Words – Short format or conversational approach

The Christian servants/volunteers of Kairos Prison Ministry have been called by God to share the love and forgiveness of Christ to incarcerated men and women. During a 3½-day Weekend program of talks, mediations, music, listening and loving, a Christian community will start to form. The servants/volunteers are blessed to be a blessing to the Participants.

72 Words – Extended format or conversational approach

Kairos Prison Ministry has a strategy to bring a prison's positive and negative leaders to a 3½-day program where they will receive the love and forgiveness of Jesus Christ. Kairos will develop a Christian community on the inside through a structured program of talks, mediations, chapel visits, music, and a lot of listening and loving. The servant/volunteer is committed to returning on a regular basis to assist in developing this Christian community.

91 Words – Extended format approach

Kairos is a prison ministry whose mission is to develop Christian communities inside prisons. During the 3½-day Weekend, the servants/volunteers show the love and forgiveness of Jesus Christ through talks, mediations, chapel visits, music, listening and loving. After the Weekend, small groups called Prayer and Share are held on a weekly basis; monthly Reunions also take place with the free-world servants/volunteers in attendance. By having a front-row seat to God's miracles, we are blessed by the participants through His blessings. Kairos means "God's Special Time" or "in the fullness of time."

Elevator Speeches - Kairos Outside

31 Words - Conversational approach

Kairos Outside provides a safe place for women whose lives have been impacted by incarceration. Kairos Outside encourages and supports its Guests through the transforming love and forgiveness of Jesus Christ.

30 Words - Conversational approach

Kairos Outside encourages women to form small support groups for spiritual growth as they share their common journey. The small groups may provide the lifelong support that these women need.

47 Words - Conversational approach

Kairos Outside offers a comfortable, non-judging retreat for women to support each other as they journey through the incarceration of a friend or relative. In this caring setting, women with similar challenges share their common stories and draw on each other for strength, forming a Christian community.

90 Words - Short format or conversational approach

Kairos Outside is a ministry of support and encouragement for women who are “doing time” along with their incarcerated relatives or friends. The women are cared for, and cared about, by a community of Christian volunteers dedicating their resources to empower these underserved members of God’s kingdom. The Kairos Outside Guests are welcomed by team members, and a community is built through the sharing of common painful experiences. Forgiveness is an essential part of the Kairos Outside Weekend, and the Guests are offered freedom through the love of Jesus Christ.

113 Words - Extended format approach

Kairos Outside brings Christ’s hope into the darkness of a hopeless woman’s life affected by the incarceration of a relative or friend. In a 2½-day retreat setting, women can share openly and confidentially. Talks and meditations are designed to address the pain of enduring separation from their loved one, and the judgment of others from their community. Through the respect, love and warmth they feel from the Christian volunteers/servants, the walls they have built for their protection can begin to come down. The continuing ministry of Reunions and SWAP (Share, Witness, Action, Prayer) groups allows the women to grow in their Christian faith and become active members of the Kairos Outside community.

Elevator Speeches - Torch

40 WORDS - Conversational approach or short format for use in printed material

Kairos Torch provides a safe place to the youthful offender for spiritual exploration. Kairos Torch offers unconditional love and acceptance in a Christian setting that encourages the sharing of one's life journey through the mentoring of a mature, Christian volunteer/servant.

43 WORDS - Conversational approach

Kairos Torch's mission is to engage youthful offenders' reasoning skills in seeking balance for their lives. Torch encourages these youth (25 or under) to realize their God-given potential through the creation of a safe environment where they can learn to make better choices.

63 WORDS - Conversational approach

The mission of Kairos Torch on the 2 ½ day introductory Weekend is to encourage the Participants to remove their masks so that the real person can shine forth, rather than whom they pretend to be. This creates a safe environment for the youth to begin to show themselves and learn what life can be like in a loving, caring and trusting community.

67 WORDS - Extended format for use in printed material



Kairos Torch creates a safe environment for the youth to begin to show their true selves and learn what life can be like in a loving, caring and trusting community, through the demonstration of Christ's unconditional love. Kairos challenges the Participants to risk being vulnerable in this safe place. It is up to them, with the help of their mentor, to begin to break through their walls.

99 WORDS - Alternate extended format for use in printed materials



The goals of Kairos Torch are accomplished through the vehicle of a Weekend Christian retreat, which is followed by a continuing ministry that includes weekly one-on-one mentoring of the youth by Kairos volunteers/servants and monthly group Reunions with the Kairos community.

Participants need a place where they can be themselves and are accepted. Kairos Torch shows Participants it is safe to make friends and the importance of positive support groups, as well as how to form support groups themselves. Groups (as opposed to gangs) give the Participants new options by opening their lives up to a variety of meaningful opportunities.

APPROVED LOGOS

| | |
|--|--|
|  | <p>Kairos Logo – Blue http://www.mykairos.org/downloads_web.html Proportionally the logo is 2.7 times wider than it is tall. There is no background color specified. Primary version whenever practical. Colors: RGB: R: 0 G: 51 B: 255 Hexadecimal Color: #0033FF No WebSafe Color Name Registered trademark (Blue) must appear on any usage.</p> |
|  | <p>Kairos Logo – Black http://www.mykairos.org/downloads_web.html Proportionally the logo is 2.7 times wider than it is tall. There is no background color specified. Used when color version is not practical. Colors: RGB: R: 0 G: 0 B: 0 Hexadecimal Color: #000000 WebSafe Color Name: Black Registered trademark (Black) must appear on any usage.</p> |
| <p>White Logo of the Kairos Fish</p> | <p>A white reversed logo is okay to use in situations for embroidered items, or on major color backgrounds. However, this is not the preferred logo use – preferred is the blue logo.</p> |

An embroidered logo is available by contacting the International Headquarters. Note: Many times a merchandising agreement providing permission to print is needed by the vendor.

| | |
|--|---|
|  | <p>Kairos Outside Logo http://www.mykairos.org/downloads_web.html Proportionally the logo is 1.06 times wider than it is tall. Background color is white. Colors: White: R: 255 G: 255 B: 255 Hexadecimal: #FFFFFF WebSafe Color Name: White Black: R: 0 G: 0 B: 0 Hexadecimal: #000000 WebSafe Color Name: Black Red: R: 255 G: 0 B: 0 Hexadecimal: #FF0000 WebSafe Color Name: Red Registered trademark (Black) must appear on any usage.</p> |
|  | <p>Kairos Torch Logo http://www.mykairos.org/downloads_web.html Proportionally the logo is 1.9 times taller than it is wide. There is no background color specified. Colors: Red: R: 255 G: 0 B: 0 Hexadecimal: #FF0000 WebSafe Color Name: Red Pantone: _____ Gold: R: 255 G: 204 B: 0 Hexadecimal: #FFCC00 WebSafe Color Name: Gold Pantone: _____ Lt Gold: R: 255 G: 204 B: 102 Hexadecimal: #FFCC66 WebSafe Color Name: None Pantone: _____ Registered trademark (Black) must appear on any usage.</p> |

The KAIROS logo goes in the upper left hand corner of your word document, or if title page it can be centered on the title page. You may add “Kairos Prison Ministry International” underneath it, centered, if needed.

On documents, the Kairos Outside and Kairos Torch logos are used in conjunction with the Kairos logo. They do not stand alone except on presentations solely on that program; however, the title slide or cover page should have the Kairos logo. Kairos Inside may be represented by only the Kairos logo. The Kairos Outside and Kairos Torch logos should never be larger than the Kairos logo, but they may be placed anywhere on the page.

Images are provided in several formats:

- JPG — designed especially for photographs, but can be used for other images. This is the most common type of web graphic and should be 72 to 180 dpi (dots per inch) for quick download. Never put up an image in its full 300 dpi size.

- PNG — designed for images and commonly used on websites. PNGs allow transparency, where your background shows through.
- GIF – great for simple logos, icons or symbols on websites, but not photographs. GIFs allow transparency.
- EPS — vector images created in Adobe Illustrator. If you do not have this program installed, you will not be able to open these files; however, the company that does your printing will likely prefer it.
- TIFF — for a higher-resolution output

MAINTAIN CORRECT PROPORTION: When downloading and scaling a logo, be sure to retain the proportions listed above. One simple way to retain that image proportion is to select the image, hold down the SHIFT key, then click and drag on a corner to resize without distorting the image.

ONLY APPROVED COLORS MAY BE USED, as outlined above. Black and white use of these logos is permitted when black and white printing is necessary. A white logo is only permitted in the conditions mentioned above.

No images should ever be placed behind or around the logo. This includes state maps. When placing a logo over another color, please be *very* mindful of what that color combination looks like, and how it presents both the logo and Kairos. The Kairos Torch logo on an orange background, for example, would disappear and lose its impact, and the red stripes of the Outside logo would look unappealing as well.

Examples:



APPROVED FONTS

Only TWO fonts are approved for use in Kairos documents, printed materials, and websites: Times New Roman and Calibri.

Print: Times New Roman (Headlines only may be in Calibri)

Web: Calibri only

A serif font such as Times is much easier to read in print, while a sans-serif font like Calibri is easier to read on the web. Using only these two fonts will give our materials a more uniform look.

Kairos Writing Tone & Style

The most important thing to consider when choosing your overall writing tone is your audience. Are you informing people who don't know about Kairos, recruiting volunteers, or creating a newsletter for your volunteers? That will tell you how to write – professionally or more informally.

In either case, never assume the reader knows everything about Kairos. Write for your audience, not for yourself – in other words, don't use “Kairos speak” that an outsider wouldn't understand, especially acronyms such as KO or KI, or XX Prison #45.

In addition, never divulge any confidential information, or use photos or images of artwork, without following the detailed guidelines located in the Policy section of MyKairos.com/downloads. Any quotes from Participants must be anonymous (such as “Kairos Inside Graduate”).

Public Audience

Our organization should be presented professionally when writing anything for the public. Use content from the “Elevator Speeches” when describing our ministry or program(s), so our mission is always presented accurately. Then information that is more Weekend specific can be included. While the tone does not have to be formal, it should always be professional and in accordance with our approved messages.

Example for a Public Group publication:

The Kairos Torch program of Kairos Prison Ministry International ministers to youthful offenders through Weekend events and continues with mentoring and Reunions. Kairos is a Christian, lay-led, ecumenical, volunteer international prison ministry in which volunteers bring Christ's love and forgiveness to incarcerated individuals and to their families.

Kairos of {MyState} will be presenting its {25th} Kairos Torch Weekend at the {X} Correctional facility, beginning on Friday {date} and ending on Sunday, {date}. If you

feel called to be part of the presenting team, or to volunteer in any of a number of ways, please contact {John Smith} at {email}.

Example of a Public Church Announcement:

The Christian servants/volunteers of Kairos Prison Ministry, led by Team Leader {John Smith}, have been called by God to share the love and forgiveness of Christ to incarcerated men at X Prison, beginning on Thursday {date} and ending on Sunday, {date}. During this 3½-day Kairos Inside Weekend program of talks, meditations, music, listening and loving, a Christian community will start to form within the prison.

We ask for your prayers during our upcoming Weekend. If you wish to help cover our entire Weekend in prayers, please sign up for a specific 30 minutes at www.3dayol.org under Prayer Vigil Listings.

Volunteer Communications

If you are creating communications for volunteers, you can be more casual and enthusiastic – always remembering that God is responsible for the success of your Weekend, not the volunteers. They are the vessels through which God works.

Example of Volunteer Newsletter Article:

We just completed Kairos Inside {#25} at {X Prison} on {September XX}, and through the grace of God {42 Participants} joined in the Weekend and were positively impacted by the forgiveness and love of Jesus Christ. What a blessing! Thank you to all of the team members, led by John Smith, who worked so diligently and prayerfully to present the Weekend to the 42 inmates. The servants/volunteers were blessed to be a blessing to the participants.

At the conclusion of Saturday night, one Participant said, “What I learned at Kairos is that God doesn’t hate me, He just hates my sins; the volunteers taught me that He is a forgiving God—no matter what.”

Capitalization

Always capitalize the word “Weekend” when referring to a Kairos Weekend. The same goes for Reunions, Prayer and Share, SWAP, 1 and 2 Day Retreats, Participants, Guests, and team member titles (such as Agape Coordinator). Examples:

The Weekend Guests are having a SWAP meeting in two weeks.

Kairos often holds Reunions for the Participants.

One Guest said he loved the cookies.

The Agape Coordinator plans the distribution of artwork throughout the Weekend.

Kairos Programs are always listed by their full name – i.e., Kairos Inside, Kairos Outside and Kairos Torch. Never shorten it to “Torch” or “Outside.”





Kairos Prison Ministry International Naming Guidelines

To promote consistency in the use of our name, please use the following:

- Use **Kairos Prison Ministry International, Inc.** for all legal documents. (note: legal agreements can only come for the international office)
- The first reference used in letters, documents, newsletter articles and scripts should be **Kairos Prison Ministry International.**
- Use **Kairos** and/or **Kairos Prison Ministry** for the second reference and whenever the name is used more than once in the same document.
- When referencing the Kairos state or local Advisory Council, use Kairos Prison Ministry of x or Kairos of x.

SAMPLE POWERPOINT SLIDES




Slide template can be downloaded from the www.MyKairos.org website.



Kairos Prison Ministry International

PRESENTATION TITLE

Changing Hearts, Transforming Lives, Impacting The World



Slide Title

- Bullet Point 1
- Bullet Point 2
- Bullet Point 3

Changing Hearts, Transforming Lives, Impacting The World

Stationery

Stationery created by volunteers should refer to “Kairos Prison Ministry” and reference the state that is using it.

Some examples you may wish to use are included below.



Kairos Prison Ministry International, Inc.

Kairos of {state name} State Chapter

Changing Hearts, Transforming Lives, Impacting The World

Local address
City, State, Zip

Kairos Prison Ministry International, Inc.



100 DeBary Plantation Blvd, DeBary, Florida 32713
Phone: (407) 629-4948
www.kairosprisonministry.org

Kairos Prison Ministry International, Inc.





100 DeBary Plantation Blvd, DeBary, Florida 32713
Phone: (407) 629-4948
www.kairosprisonministry.org




Business Cards

It is acceptable to create business cards that have the volunteer's name, provided the appropriate logos are used and reference to the state is included. Logos are available electronically for download. Some examples might look like:

| | |
|---|--|
|  | Kairos Prison Ministry of Arizona |
| <i>Your Name</i> | |
| <i>Your Kairos Title</i> | |
| Your Address | |
| Your Phone Number | |
| Your E-mail | website address |

| | |
|--|--|
|  | Kairos Prison Ministry of Texas |
| <i>Your Name</i> | |
| <i>Your Kairos Title</i> | |
| Your Address | |
| Your Phone Number | |
| Your E-mail | website address |

| | |
|---|--|
|  | Kairos Prison Ministry of Indiana |
| <i>Your Name</i> | |
| <i>Your Kairos Title</i> | |
| Your Address | |
| Your Phone Number | |
| Your E-mail | website address |