



## **Kairos Prison Ministry International, Inc.**

*“I was in prison, and you visited me.” Matthew 25:36*

# **Communications 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.**

**Updated January 2023**

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## Introduction

The purpose of this communications guide is to help Kairos Prison Ministry International achieve strong and consistent messaging. This communications guide is a reference for those who are speaking about Kairos

The goal is to present a consistent message that appropriately reflects the vision and mission of Kairos Prison Ministry.

The communications guide includes descriptions of the ministry and the three programs, with varying amounts of details, also a brief history of Kairos, some interesting facts, and links to other published stories and interviews about Kairos.

We strongly encourage staff and volunteers who are planning to speak about Kairos to become familiar with these guidelines and to use them wherever possible.

# History and Overview of Kairos

## History

Kairos Prison Ministry began in 1976 with the first 3½-day Weekend in Raiford, Florida, then known as Cursillo in Prison. In 1979, the volunteers doing Cursillo in Prison were asked to create their own independent non-profit. In 1979, the name “Kairos” was adopted, and the program changed to better meet the needs of the incarcerated. This program was created by the volunteers who founded Kairos, affectionately known as the “Nine Old Men” and it is very close to what we know today as Kairos Inside.

In 1989 a chaplain at the San Quentin State Correctional Facility in California asked Kairos to create a program that would minister to the female family members of the incarcerated. In April 1990 the second of the Kairos programs, Kairos Outside held their first Weekend in Northern California.

The third Kairos program, Kairos Torch, had its first weekend in September of 1997 at a youth facility in Oklahoma. Kairos Torch was developed uniquely to address young people (25 and under) experiencing incarceration through one-to-one volunteer mentoring.

“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. Also, women who were formerly incarcerated and were unable to attend Kairos Inside are welcome as Guests. 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.

## Kairos Facts

- Kairos is in 37 states
- Kairos is in 9 Countries:
  - Australia
  - Canada
  - Costa Rica
  - Dominican Republic
  - Honduras
  - Nicaragua
  - Peru
  - South Africa
  - United Kingdom
- Kairos has over 30,000 volunteers who generously donate over 3 million hours in service per year. This is equivalent to a value of approximately \$36 million in service hours.
- Kairos programs reach approximately 27,000 people annually.

## 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 have 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 4<sup>th</sup>-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 37 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 and to the family impacted by incarceration, Kairos is widely recognized as a highly effective program that positively changes the persons' attitude and behavior. The Kairos full program involves an extensive Weekend time along with regular gatherings through Continuing Ministry.

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.

### **63 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, meditation, music, listening and loving, a Christian community will start to form. The servants/volunteers are blessed to be able to share the love and forgiveness of Jesus Christ with 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, meditations, 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, meditations, 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.

### **44 Words - Conversational approach**

Kairos Outside offers a comfortable, non-judging retreat for women to support each other as they journey through the impact of incarceration. 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.

### **126 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, or for those who did time and were unable to attend a Kairos Weekend. 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 - Kairos 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 purpose 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.

### **100 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 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.

## **Sharing for a 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, 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 {25<sup>th</sup>} 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.*

## Approved Logos

Only approved Kairos logos and images can be used in publications, the logos below are the official logos used by Kairos and available at [https://www.mykairos.org/downloads\\_web.html](https://www.mykairos.org/downloads_web.html).

 <p>The logo features the word "KAIROS" in a stylized, outlined font within a fish-shaped outline. Below the fish, the words "PRISON MINISTRY" are written in a smaller, sans-serif font. A registered trademark symbol (®) is located at the end of the fish's tail.</p>	<p><b>Kairos Logo – Blue</b>  <a href="https://www.mykairos.org/downloads_web.html">https://www.mykairos.org/downloads_web.html</a></p> <p>Proportionally the logo is 2.7 times wider than it is tall. There is no background color specified. Primary version whenever practical.</p> <p>Colors:          RGB: R: 0 G: 93 B: 170          Hexadecimal Color: #005daa          CMYK: 100/66/0/2          Closest WebSafe Color Name: Hex 006699          Pantone 2945 C and 2935 U</p> <p>Registered trademark (Blue) must appear on any usage.</p>
 <p>The logo features the word "KAIROS" in a stylized, outlined font within a fish-shaped outline. Below the fish, the words "PRISON MINISTRY" are written in a smaller, sans-serif font. A registered trademark symbol (®) is located at the end of the fish's tail.</p>	<p><b>Kairos Logo – Black</b>  <a href="https://www.mykairos.org/downloads_web.html">https://www.mykairos.org/downloads_web.html</a></p> <p>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, preferably on light colors.</p> <p>Colors:          RGB: R: 0 G: 0 B: 0          Hexadecimal Color: #000000          CMYK: 75/68/67/90          WebSafe Color Name: Black          Pantone Black C and Black U</p> <p>Registered trademark (Black) must appear on any usage.</p>
 <p>The logo features the word "KAIROS" in a stylized, outlined font within a fish-shaped outline. Below the fish, the words "PRISON MINISTRY" are written in a smaller, sans-serif font. A registered trademark symbol (®) is located at the end of the fish's tail.</p>	<p><b>A white logo is okay to use in certain situations but this is not the preferred logo. Blue is the preferred logo.</b></p> <p><b>Kairos Logo – White</b>  <a href="https://www.mykairos.org/downloads_web.html">https://www.mykairos.org/downloads_web.html</a></p> <p>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, preferably on dark colors.</p> <p>Colors:          RGB: R: 255 G: 255 B: 255          Hexadecimal Color: #ffffff          CMYK: 0/0/0/0          WebSafe Color Name: White          Pantone 1-1 C or 1-1 U is the closest</p> <p>Registered trademark (white) must appear on any usage.</p>



### **Kairos Outside Logo**

[https://www.mykairos.org/downloads\\_web.html](https://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  
CMYK: 0/99/100/9  
Pantone: 2347 C

Registered trademark (Black) must appear on any usage.



### **Kairos Torch Logo**

[https://www.mykairos.org/downloads\\_web.html](https://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: 116 C or 109 U  
Lt Gold: R: 255 G: 204 B: 102  
Hexadecimal: #FFCC66  
WebSafe Color Name: None  
Pantone: 124 C or 128 U

Registered trademark (Black) must appear on any usage  
or it may appear in (Red) if it reduces cost.

## Approved Photos

Kairos photos to be used in publicizing Kairos must be submitted to KPMI with the [photo releases](#) from everyone included in the photo. Please refer to [www.mykairos.org/photopolicysummary.html](http://www.mykairos.org/photopolicysummary.html) for complete information regarding the Kairos Photo Policy regarding Kairos Weekends.

For approved Kairos photos for use, please click on the hyperlink below, then right click on the image when it loads in your web browser, then click “Save Image As” to download the largest and most high-quality version of the photo.

- [Children Making Kairos Cookies](#)
- [Kairos Inside Participants Creating Artwork Together](#)
- [Kairos Inside Weekend Circle](#)
- [Kairos Outside Group Gathering](#)
- [Kairos Participants Praising God](#)
- [Kairos Torch Masks](#)
- [Kairos Torch Weekend Group Photo](#)
- [Kairos Volunteers Embracing](#)
- [Kairos Volunteers Greeting Inmates](#)
- [Prayer Chains](#)
- [Prisoner Reading the Bible](#)
- [Youth Making Kairos Torch Agape](#)