



## Guidelines for the creation of SSIO-SA Invitations Sathya Sai International Organization | South Africa

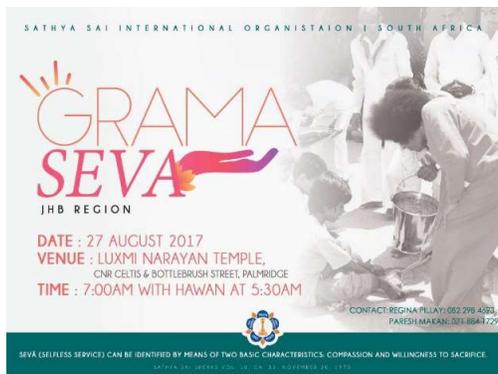
24 May 2018

**Aum Sri Sai Ram,**

RE: Guidelines for the creation of a SSIO-SA Event Invitations.

*Dearest Devotee, by the Grace of Bhagawan Shri Sathya Sai Baba, may you and your loved ones be blessed and happy.* Please see the below guidelines to be followed when creating invitations for all SSIO-SA activities.

- Invites must display the name and logo of the organisation as “SSIO-SA” and the current organisational logo (see logo used on top of this page).
- Invites should be from the SSIO-SA Region and/or Centre hosting the activity.
- Invites to include the name of the activity, date, time, venue, address and contact details of devotee liaising with the public. This should include the start and ending times of the event, GPS coordinates and/or a google map link if available. Please ensure that the font size on these are large enough to clearer communicate the event details.
- An indication of the dress code (only if different to the standard SSIO dress code e.g. Walk for Values might allow loose fitting track pants, white T-Shirts and walking shoes.
- Invites to be clear, concise and avoid clutter. It should not be hurtful to the eye.
- This invitation will be seen by devotees and the public as a reflection of the SSIO-SA. Always ensure that the message within this invite is aligned to the core values of the SSIO. Use pictures of Swami or Sai Activities. Make reference to Swami’s quotes and teachings. Invitations may be fun and motivational (especially for the youth).
- All centre and regional invites to be approved by regional chairperson.
- All national invites to be approved by national media team.
- Please see an example of an approved SSIO-SA Invite below



**Jai Sai Ram**

National Media Team

Approved by National Council President Brother Soobrie Naidoo on 24 May 2018