



OUR MESSAGE.

SECTION I: INTRODUCTION

EVALUATING MESSAGING LANDSCAPE
DEFINING “CORNERS” THEMES
A FEW WORDS ABOUT OUR CUSTOMER

SECTION II: GUIDING PRINCIPLES

CONTENT DEVELOPMENT

SECTION III: “4-CORNER” IMPLEMENTATION

SECTION IV: PRODUCT BRANDING





SECTION I:

INTRODUCTION TO THE BASE-LINE MESSAGE PLATFORM

The Baseline Message Platform for the Child Sponsorship Program represents a set of guiding information, definitions and examples to optimally present the product story to prospects and sponsors alike.

EVALUATING THE MESSAGING LANDSCAPE

Each marketing opportunity provides a unique occasion to engage customers and motivate behavior. And each messaging component has the ability to create awareness, stimulate curiosity, educate and drive action. As you analyze your strategy for executing against a marketing opportunity, you are encouraged to consider the messaging landscape and determine how best to communicate the whole story behind the Child Sponsorship Program.

MINING “4-CORNER” ROADMAP

Our “whole story” centers around four themes and those themes can be thought of as the four corners of our Blue Square. Compassion’s Blue Square is a symbolic reminder to internal staff of who we are and what we do as advocates for children in poverty. The four corners of Compassion’s Blue Square can also serve as a roadmap when evaluating each marketing opportunity and the message options before us.

Our message has a more powerful impact when a customer is fully exposed to all 4-corners of our story:

- 1) The Context of Poverty
- 2) Compassion’s Purpose
- 3) The Programmatic Solution
- 4) The Value Exchange to sponsors and donors for their financial investment

Each marketing event or medium is an opportunity to portray the Child Sponsorship Program in full or partial description, but the driving principle of high-impact messaging should be to maximize the entire customer experience. In other words, determine which elements of an event or medium are best suited to expose one or more parts of the “4-Corner” story and make the most of that opportunity. In any case our goal should be to expose all four corners in one way or another every time.

A FEW WORDS ABOUT OUR CUSTOMER

Fulfilling the Desire to Give Back

We live in a society where people have a strong urge to “give back.” The media have brought the physical plight of the poor to the forefront. Magazines, newspapers and television show images of babies with bloated bellies and fly-covered faces. Refugees from war-torn nations are crowded in temporary camps. Disaster-stricken people hold up signs begging for relief. But the media very rarely finish the story.

Our prospective sponsors are already stirred to action. They donate to charities and sign petitions but have a deeper desire for real life-change. Compassion offers more than a “tip-jar” approach to giving back. When someone gives spare change, there’s no life-change. Compassion sponsorship offers sponsors a long-term way to give back and change the world.

When potential sponsors know the full weight and impact of sponsorship, their desire to “give back” will be met.

SECTION II:

GUIDING PRINCIPLES



The four corners of the Child Sponsorship story have been established to ensure that prospects and sponsor/donors fully understand how Compassion and its partnership with the local church provide a differentiated, relevant strategy to release children from extreme poverty. This section is provided to define each theme.

EXPLAINING THE FOUR THEMES OF THE MESSAGE PLATFORM

THE CONTEXT OF POVERTY

For potential sponsors to understand sponsorship, they must first understand the context of poverty. They must also be educated that the answer to poverty is not temporary relief.

In a world where more than 200 million children are malnourished ¹, it is absolutely necessary to provide each needy child with nutritional support and health care. But relief is temporary. It most often focuses on physical poverty. The full picture of poverty goes much further than physical needs.

The sad reality is that children in poverty have no voice within their environment. They have lost their God-given sense of dignity and self-worth. If all a child sees is death, despair, hunger and a general sense of “not enough,” he will have no hope for his own future. Children in poverty experience extreme shame, guilt and fear. In a UNICEF survey of abused girls, nearly 50 percent felt that the violence and beatings were justified because, for the most part, they felt they were at fault².

Most devastatingly, children in poverty miss out on the understanding that God loves them — that they were created in the image of the almighty God. A child who dirty, useless and hopeless that God sees her that same way —she is precious in the sight of God.

Since poverty exists on several levels, with effects much more far-reaching than physical hunger and disease, Compassion’s Child Sponsorship Program offers a more complete, long-term solution to poverty.

COMPASSION’S PURPOSE: RELEASE

Compassion’s Child Sponsorship Program is not designed to only relieve children of the effects of poverty. At our very core, our mission is to release children from poverty. It is a long-term solution to breaking the generational cycle of poverty.

“Release” is an intentional process in which:

- **A child learns that he is worthy of a life out of poverty.** Most children in poverty have never known a different life. They were born in poverty and they believe they will die in poverty. The enemy has taught them that they can never escape. Even more devastating, they believe they don’t deserve to escape. Poverty is their past, their present and future. We must show them, through love and support, that poverty is a liar and a deceiver. And once a child believes he is worthy of a life out of poverty, he will fight for that life out of poverty. He will work harder in school and avoid dangerous situations — all because he has been given the freedom to dream of a different future.

¹ <http://www.unicefusa.org/news/news-from-the-field/unicef-report-200-million.html>

² UNICEF global databases, 2008, <http://www.childinfo.org/attitudes.html>

- **Sponsors and the local church enable resources and developmental training for a life outside of poverty.** The sponsor/child relationship as well as the local church influence is critical in this process. A child who sees the love of a sponsor and local church staff begins to doubt the lies of poverty. And once those seeds of doubt are planted, seeds of belief are planted as well. A sponsor's investment provides resources and training to build a future. Because that child finally has hope, he will have a desire and capacity to learn how to escape poverty.
- **The child believes he or she can be released from poverty.** When a child has hope and resources she can finally believe in a different future. This is a belief that goes far beyond intellectual knowledge. Children in the sponsorship program grow a deep-rooted faith that their life will be different. That faith comes from years of love, support and resources, which are all provided through the partnership of sponsors and Compassion's local, indigenous church partners.

THE PROGRAMMATIC SOLUTION

Poverty is a complex problem — with a complex solution. Many prospective sponsors will feel a strong urge to deliver children from physical poverty. Others will relate more to the idea of delivering a child from spiritual poverty. One does not have precedence over the other. While some sponsors have a marginal understanding of the individual components of the work of Compassion, from providing food to ensuring an education, few understand that only through a whole-child approach to development can a child be fully released from poverty.

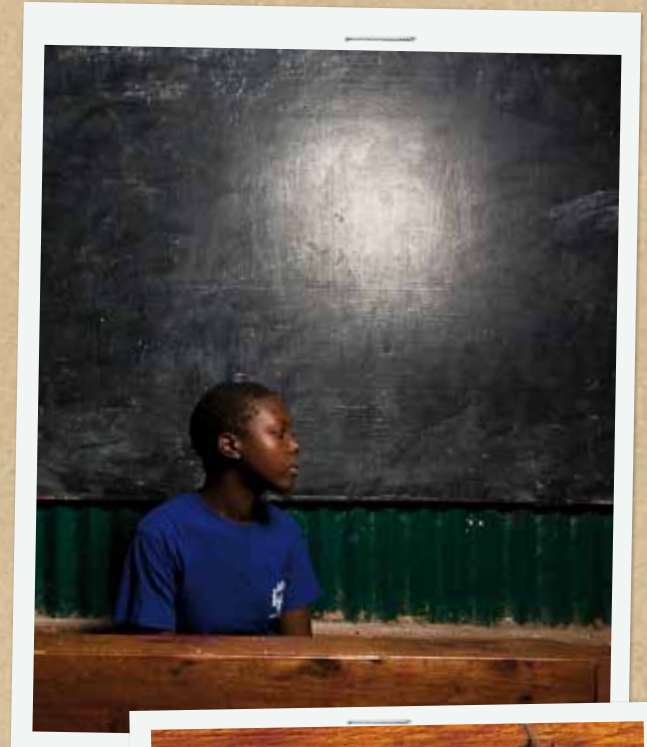


In its *Report on the World Social Situation 2010: Rethinking Poverty*, the United Nations stated: "It is essential for people to be healthy, educated, well housed and fed to be more productive and to contribute in turn to society. Approaches to poverty reduction should therefore be developmental and holistic, integrating economic and social policies to achieve people-centered development outcomes."

Through sponsorship, and in partnership with the local church, Compassion cares for the "whole child." Compassion focuses on four key areas of child development: spiritual growth, education, relational development and health. Each holds equal weight in releasing children from poverty.

- **Spiritual Growth** — The knowledge that God, the Creator of the universe, loves each person and offers the gift of salvation is life-changing. Children in poverty can know these powerful truths and are nurtured in their understanding of the Bible and in their faith-walk through curriculum, service and special speakers. And this typically transpires through Compassion's partnership with the local church.

- **Education and Vocation** — In developing countries, more than 130 million children of elementary school age do not attend school because of poverty, discrimination or lack of resources. At least two-thirds of these are girls³. This lack of education feeds into the cycle of poverty, as uneducated children grow into uneducated adults who are unable to find or hold jobs. A primary goal for sponsored children is to ensure that young people complete a basic formal education, build their unique talents and interests, and develop a foundational skill set that can help them and their families become self-sustaining.
- **Relationship with Self and Others** — Children in poverty may not be exposed to necessary modeling of ideal communication and interpersonal behavior. Sponsored children are taught to manage their emotions and communications, learn to make wise choices about behavior as well as to influence the behavior of others, and to form and maintain good relationships. Activities at youth camps, sports competitions, community service, counseling and mentoring all work toward these abilities.
- **Health** — Compassion carefully monitors the health of each registered child, ensuring that each one gets regular checkups. Children with health issues have access to medical programs and food. Children are also taught basic health, hygiene and nutrition principles that prevent further diseases. Children in the sponsorship program also have access to special services that provide for physical needs, such as surgeries and disaster relief.



³ <http://www.unidir.ch/pdf/articles/pdf-art1731.pdf>



• ADDRESSING SPECIAL NEEDS

Access to special services helps fill the gap in meeting some unique needs. For example, supplementary financial contributions provide for medical coverage of treatable injuries and illnesses, parent education, secondary or vocational educational support, intervention for highly vulnerable children, support in battling malaria or HIV/AIDS, and much more.

• A NETWORK OF SUPPORT IS KEY

The impact of equipping children with life skills and meeting service needs is accentuated through the dedication of a sponsor's heart. By providing a voice of hope and encouragement, a sponsor bands together with a loving local staff to build up a child's confidence and faith in a loving God.

Compassion's Child Development Centers are administered by thousands of local church partners. Compassion-developed curriculum provides on-going structure and educational content to the staff of the centers. Church Development Centers provide individualized developmental attention to each child by loving tutors in a non-formal educational environment.



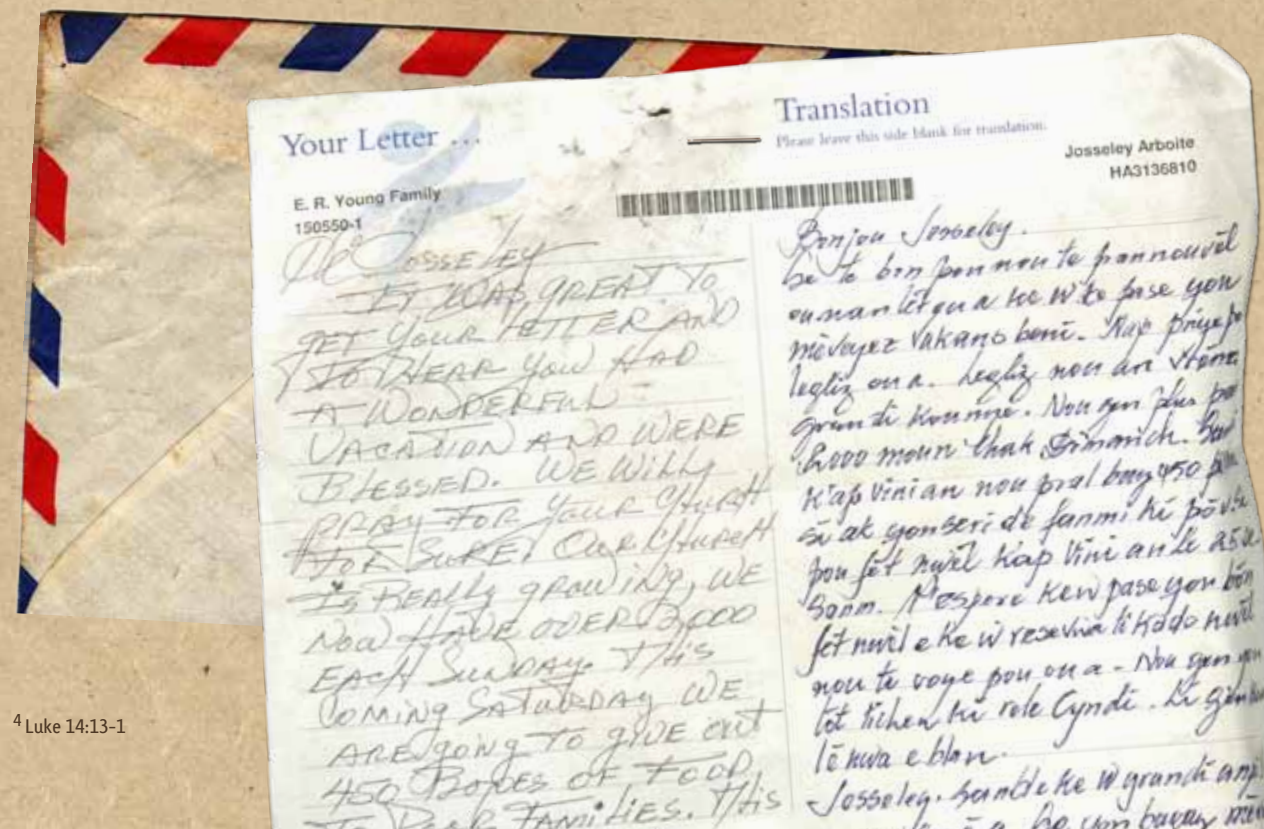
VALUE EXCHANGE

Compassion sponsors can experience a deep sense of satisfaction that comes with a commitment to pray, correspond and give — without expectation of what a child is able to give back. Many rejoice as they see children come to know Jesus Christ and move on with life skills toward becoming self-sustaining and breaking the cycle of poverty.

If we look at Jesus' words about caring for the poor, we have a very clear example of the Christian's reward for caring for the poor:

*"But when you give a banquet, invite the poor, the crippled, the lame, the blind and you will be blessed. Although they cannot repay you, you will be repaid at the resurrection of the righteous."*⁴

Notice that the blessing is there — but not at the hand of the poor. Sponsorship must be a grace-based model, one in which sponsors give back because it is part of their very fiber, their deepest desires. Sponsors will enjoy child letters and annual updates, but it is the satisfaction of deeply effecting lives in ways that are founded on prayer and obedience to God's commands where the results are deepest and far-reaching.



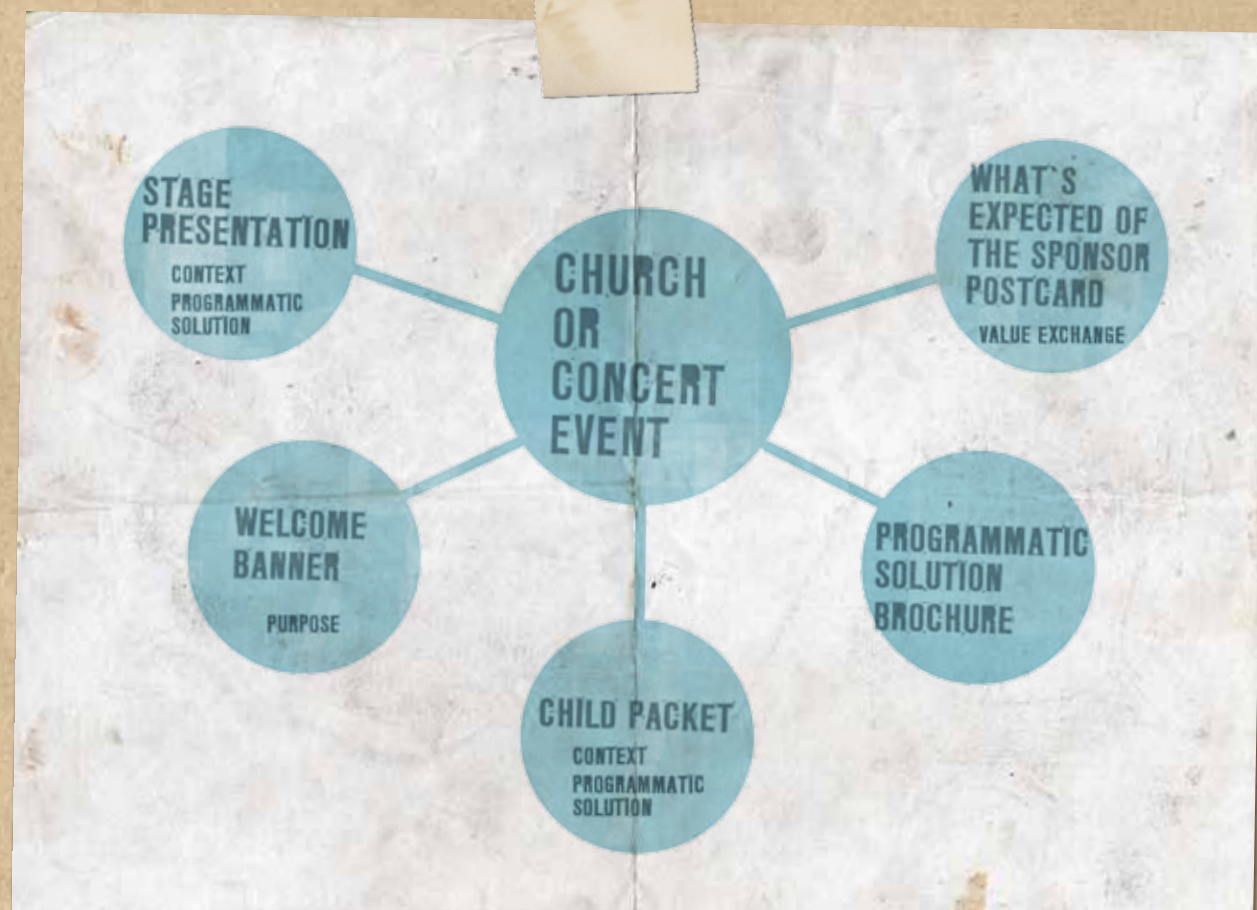
⁴ Luke 14:13-1



"4-CORNER" IMPLEMENTATION

With the themes of the 4-Corner story in mind, the following fictional event provides a backdrop to communicating the full story of child sponsorship. In this case of a church or concert event, numerous tactics can be used to surround the entire footprint (including air space).

In the example below, the event is fully covered by individual messaging components which provide all four pieces of the whole story. The cumulative effect of varied story components is greater than when the full story is presented in one, compact experience. The effectiveness is enhanced by the use of print, live presentation, personal engagement, and video — all foundational marketing tactics used by Compassion every day. Key to it all is maximizing the points of influence with appropriate, focused messaging based on the individual themes of the child sponsorship message.



SECTION IV:

PRODUCT BRANDING COLLATERAL

Shown to the right is an example of Product Branding for the Child Sponsorship Program. The intention is to showcase a guideline that:

- Applies the 4-Corner content
- ① The Context of Poverty
- ② Compassion's Purpose
- ③ The Programmatic Solution
- ④ The Value Exchange to sponsors and donors for their financial investment
- Demonstrates a creative execution to present the content
- Selectively extracts key content and uses it in a consumer-facing application.



CARLOS IS LEAVING A LIFE OF POVERTY

① For many children, poverty is a destroyer of futures, dreams and their God-given potential. Compassion International exists to release children from the crushing grip of poverty by developing them physically, emotionally, cognitively and spiritually. Not simply providing relief from the effects of poverty, this whole child approach takes time and deep commitment so that children like Carlos can leave a life of poverty.

②

③

④ The beauty in this type of transformation is to see a child full of hopes, dreams and potential. You have a role to play in this transformation. Through your support, relationship and care, children like Carlos are being released from poverty in Jesus' name.

Will you consider supporting a child today? Your sponsorship will change his future and the experience will change yours.