



GLOBAL POWER CLAIMS

Guidelines for communicating our impact
to *inspire* donors to give and *build trust* in our brand

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Contents

- 3** What Global Power Claims Are and Why They're Important
- 4** How To Use Global Power Claims
- 5** How The Global Power Claims Were Developed
- 6** Global Power Claims — Quick Sheet
- 7** FAQs
- 8** Web Page Example
- 10** Details and Proof Points

Cont

What Global Power Claims Are and Why They're Important

These Global Power Claims communicate World Vision's global impact in messaging that motivates donors to give, with integrity to our proven results.

To achieve our mission of transforming the lives of the world's most vulnerable children, we must strengthen our global brand by increasing donors trust in our work. Our Global Brand Health research shows this requires that we communicate our accomplishments and the evidence of our impact in compelling and consistent ways. Doing this will increase trust and remove barriers to giving.

These Global Power Claims are twice as effective as the current claims and are significantly stronger than the claims of peer organisations, in motivating donors to give and aid in building trust.

Research shows they are effective across our 11 largest support office markets. This proves we are able to have common global claims that do not need to be different and can resonate in each local context. It is the first time in the history of our organisation that we have identified, with supporting proof points, compelling research-based statements of our impact that will be amplified by their use across all markets.

This requires that we consistently communicate our impact with messaging that is 'as common as possible, different as needed . . . only when proven.' When we communicate our impact in different ways and across different markets, we erode trust. *Therefore, these Global Power Claims should not be modified for different contexts. Changes across markets will undermine their effectiveness.*

Importantly all of these Global Power Claims should be used to strengthen our Child Sponsorship marketing and messaging, since they reflect the impact of our Child Sponsorship programmatic work. But they are not limited to Child Sponsorship and should be used to convey World Vision's overall impact in all of our marketing, fundraising and communications to strengthen our results and our global brand.

Every 60 seconds ... a family gets water ... a hungry child is fed ... a family receives the tools to overcome poverty.

World Vision is reaching one new person with clean water every 10 seconds and reaches three more schools every day with clean water.

Together we've impacted the lives of over 200 million vulnerable children by tackling the root causes of poverty.

Over the last 10 years, 89% of the severely malnourished children we treated made a full recovery.

Because of our community-focused solutions, for every child you help, 4 more children benefit, too.

How To Use Global Power Claims

The Global Power Claims can be used each on their own, or in combination, throughout your marketing and fundraising campaigns during the year.

There is no need to coordinate the timing of their use. They can be used simultaneously in different channels.

They should be used in headlines and in supporting statements throughout your marketing, fundraising and communications including the following:

- Social media
- Email
- Video/television/advertising
- Digital/Internet
- Face-to-face marketing
- Advocacy
- Direct mail/magazine/gift catalogue
- Public relations releases
- Annual reports

The 'proof points' from Evidence and Learning that back up each statement can be communicated as shown on the following pages.

Here is an example of how to use Global Power Claims in your marketing:



Every 60 seconds ...

- a family gets water ...***
- a hungry child is fed ...***
- a family receives the tools to overcome poverty.***

World Vision 

Based on an average of 6.1 million children receiving food assistance per year over the past five years according to World Vision Food Programmes Master Report.

Incorporate the 'proof points' into your website for donors to reference, following the example shown on page 8–9.

How The Global Power Claims Were Developed

The Global Power Claims were co-developed by experts from Evidence and Learning and Marketing using a rigorous, research-based process that is summarised below. They will be reviewed annually by Evidence and Learning to ensure they reflect the latest evidence of impact data.

Phase 1: Evidence and Learning analysed over 250 evidence of impact reports from across the partnership and developed Global Impact Reports for each of our sectors.

Phase 2: Using these reports, hundreds of potential claims were developed and refined down to the strongest candidate claims. These were then researched by The Nielsen Company (a leader in consumer-based research) in both WVUS and WVCANADA. These five Global Power Claims were identified by our donor groups as being the most effective for the following:

- Motivating donors to give
- Differentiating World Vision from our peers
- Building trust — a driver of brand strength
- Building favourability — a driver of brand strength

This was consistent for both World Vision United States (WVUS) and World Vision Canada (WVCANADA), across both Christian and non-Christian donor groups.

Phase 3: The Global Power Claims were then researched by IPSOS (a leader in measuring brand health and donor motivations for multinational companies) in the following support office markets: Australia, Canada, Germany, Japan, Hong Kong, Korea, New Zealand, Switzerland, Taiwan, the United Kingdom and the United States. The results confirmed the Global Power Claims were effective across all markets.

Important highlights from the research:

- The research proves it is possible to have compelling statements about our impact that are effective in multiple markets — which now allows us to magnify their effectiveness by communicating common impact statements in a consistent way.
- Strong claims can be effective with both Christians and Non-Christians — these claims are effective for both.
- Results-oriented and fact-based claims are more effective than abstract claims, or claims that focus on an organisation's size or comparisons to the competition.

GLOBAL POWER CLAIMS QUICK SHEET

Every 60 seconds ...
a family gets water ...
a hungry child is fed ...
a family receives the tools
to overcome poverty.

This Global Power Claim can be used with all three statements together, as shown, or used as individual statements.

PROOF POINTS

Based on an average of 6.1 million children receiving food assistance per year over the past five years (FY15-FY19) / 31.536 million seconds per year results in one child per seven seconds.

Based on the FY19 value of 578,692 new households reached by VisionFund, it can be claimed that one new household is reached every 55 seconds (31.536 million seconds per year / 578,692), equivalent to 1.1 households every 60 seconds. In addition, World Vision livelihoods programmes have significant reach both within and beyond the VisionFund programme areas.

In FY19, these programmes supported about 1,451,000 active Savings Groups members, in addition to training 115,000 farmers in productive and sustainable farming practices VisionFund's annual reporting for 2019 shows that nearly 1.46 million small loans were disbursed to 1.1 million clients, 71% of whom are females. These clients care for about 4.6 million children. In its database, there were 578,692 new households reached as of Sep 2019.

World Vision
is reaching one
new person with
clean water every
10 seconds and
reaches three
more schools
every day with
clean water.

PROOF POINTS

Based on an average of 3.97 million people per year over the last four years (FY16-19) reached with access to clean water, and an average of 1,988 schools per year over the past three years (FY16-19).

3.97 million people per year/ 31.536 million seconds per year results in one person on an average of every 7.9 seconds being reached with clean water. 1,988 schools per year/ 365 days per year results in on average of 5.4 schools being reached with clean water every day. We have taken a conservative approach and rounded down one person every 10 seconds and three schools per day to account for potential fluctuations from year to year. Our secondary claim of "Every 60 seconds a family gets water" is also supported by this data.

Together we've
impacted the
lives of over 200
million vulnerable
children by tackling
the root causes of
poverty.

PROOF POINTS

We are counting cumulative numbers from FY15 to the end of FY19, avoiding double-counting of children. In FY19, approximately 38 million children benefited through the relief and development programmes.

Over the period from FY15-FY19, World Vision made significant contribution to policy advances for many millions children. To calculate this we count the number of vulnerable children for whom World Vision contributed to more than one policy change or implementation addressing the root causes of vulnerability, and where there is some evidence of implementation of at least one of the policies (with double counting removed).

This came to approximately 414 million children from FY15 to FY19.

Over the last
10 years, 89%
of the severely
malnourished
children we
treated made a
full recovery.

PROOF POINTS

From FY10 to FY19 (October 1, 2009 to September 30, 2019), a total of 467,220 children were admitted for treatment of SAM; 453,445 received outpatient therapeutic care, and 13,775 received in-patient care for medical complications at stabilisation centres. Among those who were discharged over that five-year period, 89.3% fully recovered. In addition, 995,709 moderate acutely malnourished children and 429,074 pregnant and breastfeeding women received care through supplementary food programmes.

Since 2010, World Vision has been monitoring its Community-based Management of Acute Malnutrition (CMAM) programmes using the WV CMAM Database. Data summarised for this claim were produced from the CMAM database.

Because of our
community-focused
solutions, for every
child you help,
4 more children
benefit, too.

PROOF POINTS

Programmes directly report numbers of sponsored children and children needing sponsors, as well as the number of direct beneficiaries in Horizon. The number of direct beneficiaries can be disaggregated by age range. This analysis used both the total number of sponsored children reported by each of the selected programmes, as well as the total number of direct beneficiaries of child age.

Among the programmes included in the calculation, there were 2,453,695 sponsored children and 14,473,203 direct participating children in the programmes. A sponsored child to direct participating children ratio was calculated by dividing the total number of direct participating by the total number of sponsored children.

The data came from FY19Q4 Sponsorship Field Dashboard developed by the Sponsorship Global Reporting and Insights team, using Horizon data


FAQs

- **Can I change the Global Power Claims?** Global Power Claims should not be modified for different contexts. In order to build trust in our brand, we must consistently communicate our impact with messaging that is ‘as common as possible, different as needed . . . only when proven.’ When we communicate our impact in different ways across different markets, we erode trust. Changes across markets will undermine their effectiveness.
- **Can all of these Global Power Claims be used for Child Sponsorship messaging and marketing?** Yes. All of these Global Power Claims should be used to strengthen our Child Sponsorship marketing and messaging, since they reflect the impact of our Child Sponsorship programmatic work. But they are not limited to Child Sponsorship and should be used to convey World Vision’s overall impact in all of our marketing, fundraising and communications to strengthen our results and our global brand.
- **When can I use the Global Power Claims?** The Global Power Claims can be used each on their own, or in combination, throughout your marketing and fundraising campaigns during the year. There is no need to coordinate timing of their usage. They can be used simultaneously in different channels.
- **Are they going to be updated each year with new evidence of impact data?** Yes. They will be reviewed annually by Evidence & Learning to ensure they reflect the latest evidence of impact data.
- **Are there going to be more Global Power Claims?** Evidence & Learning will continue to measure our impact and, working with WVI brand leaders and support office marketers, new Global Power Claims will be developed that, based on research, motivate donors to give and build trust in our brand. We must continue to communicate that we accomplish what we say we do, with evidence of our impact, according to our brand health research. One specific area we will test in the next round is Christian Witness/Discipleship impact claims, which were not available for the first test.
- **Do I need to communicate the 'Proof Points for Donors' to state how the Global Power Claims were developed?** Yes. Include the ‘Proof Points for Donors’ on your website (refer to these guidelines for that information). Depending on the requirements in your local context, you can include the corresponding proof point statement in your marketing, as shown in the example provided in the guidelines.
- **Do these Global Power Claims apply for our work in fragile contexts?** This will vary, depending on the field context. If you are using these Global Power Claims to communicate the impact of our work in a fragile context, please contact the [WVI global brand director](mailto:global_brand@wvi.org) at global_brand@wvi.org to confirm they apply to that work.
- **Who do I contact if I have questions about the Global Power Claims?** Contact the WVI global brand director at global_brand@wvi.org.
- **Where do I find reference materials on the Global Power Claims?** Go to the [Fundraising Centre](#).

Global Power Claims Web Page Example.

This is the pdf with 'proof points', which has navigation built into it so users can easily read through the 5-page pdf in their browser. They can also download or print.

For resources, go to the [Fundraising Centre](#).



Transforming the Lives of Vulnerable Children

Every 60 seconds ... a family gets water ... a hungry child is fed ... a family receives the tools to overcome poverty.

Based on an average of 6.1 million children receiving food assistance per year over the past five years (FY15-FY19) / 31.536 million seconds per year results in one child per seven seconds.

Based on the FY19 value of 578,692 new households reached by VisionFund, it can be claimed that one new household is reached every 55 seconds (31.536 million seconds per year / 578,692), equivalent to 1.1 households every 60 seconds. In addition, World Vision livelihoods programmes have significant reach both within and beyond the VisionFund programme areas. In FY19, these programmes supported about 1,451,000 active Savings Groups members, in addition to training 77,479 farmers in productive and sustainable farming practices

VisionFund's annual reporting for 2019 shows that nearly 1.46 million small loans were disbursed to 1.1 million clients, 71% of whom are females. These clients care for about 4.6 million children. In its database, there were 578,692 new households reached was as of Sep 2019.

Next page 



Transforming the Lives of Vulnerable Children

World Vision is reaching one new person with clean water every 10 seconds and reaches three more schools every day with clean water.

Based on an average of 337 million people per year over the last four years (FY16-19), matched with access to clean water, at an average of 188 schools per person per year (FY16-19)

337 million people per year / 336 million seconds per year results in one person in an average of every 10 seconds being reached with clean water. We have taken a conservative approach and rounded down our person every 10 seconds and three schools per day to account for people that don't get to water. Our conservative claim of "every 10 seconds a child gets water" is also supported by the data.

Previous page Next page 




Transforming the Lives of Vulnerable Children

Together we've impacted the lives of over 200 million vulnerable children by tackling the root causes of poverty.

We are counting considerable numbers from FY15 to the end of FY19, including 800k+ savings of children in FY19, opportunity to reduce children's livelihood through the last of Professional programme.

Over the period from FY15-FY19, World Vision made significant contribution to policy solutions for many millions of children. This includes our commitment to reduce the number of children who are out of school, our work to ensure quality change or implementation addressing the root cause of vulnerability, and others there is a clear evidence of implementation of at least one of the public health needs (contingency). The work is approximately 44 million children from FY15 to FY19.

Previous page Next page 




Transforming the Lives of Vulnerable Children

Over the last 10 years, 89% of the severely malnourished children we treated made a full recovery.

From FY15 to FY19 (October 1, 2009 to September 30, 2019), a total of 462,000 children were admitted for treatment of acute malnutrition. The number of those children who made a full recovery is 413,000. This is a 89% full recovery rate. Among those who were admitted over that period, 400,000 were treated in addition to 62,000 malnourished children who were treated through the emergency food programme.

Since 2005, World Vision has been receiving a Community-based Management of Acute Malnutrition (CMAM) programme from the UN World Food Programme. This programme has been successful in reducing the number of children with acute malnutrition. The data shows that 17,000 severely malnourished children have been treated through the CMAM programme and 40,000 children have been treated through the emergency food programme.

Previous page Next page 



Transforming the Lives of Vulnerable Children

Because of our community-focused solutions, for every child you help, 4 more children benefit, too.

Programme directly reaches thousands of vulnerable children and children's learning systems, as well as the number of those beneficiaries in schools. The number of those beneficiaries can be multiplied by 400%. This is a 400% multiplier for the total number of government children supported by each of the school programme to reach the total number of beneficiaries.

Among the programmes included in the statistics, there were 1,462,000 sponsored children and 462,000 about per training children in the programme. A sponsored child is a child who has been identified as in need of help by the local number of about participating by the total number of sponsored children.

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Previous page Next page 

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