



WATER MESSAGING GUIDE

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World Vision's God-given mission is to serve children and families living in poverty. We believe every child deserves clean water—and that as a key part of our mission, we can help end the global water crisis by 2030.

We're continuing to invest in marketing messages so more people hear about our scaled-up global efforts in water, sanitation, and hygiene—and get excited about joining us! By creating compelling offers and sharing them through the right channels, we'll accelerate funding for this life-changing work.

We're the leading nongovernmental provider of clean water in the developing world. And we're leveraging that scale to increase our scope and our impact, building on our current model. We're already reaching one new person every 10 seconds and three more schools every day with clean water, and we're committed to reaching everyone, everywhere we work by 2030.

All marketing communications around our water work should emphasize ***World Vision's comprehensive model, scale, and long-term commitment***, all of which lead to transformed lives.

What makes a successful offer?

- Messages are clear, simple, focused, and aligned with the World Vision brand and established WASH messaging.
- Key messages are delivered with consistency, no matter who the audience is.
- Messages effectively convey World Vision's Christian identity and an understanding of God's call on our ministry. When speaking to secular partners, remember that our Christian identity and ability to build bridges with other faith communities are assets in our work. For more on this, see page 17, as well as "Giving Word to Our Faith" and "Our Verbal Identity," found at worldvisionbrand.org > References > Verbal Identity.

This messaging guide provides approved standards for all materials that communicate about World Vision's water work. Use of this guide will ensure that we all speak with one voice and represent our work consistently.

This document includes core elements that must be used exactly as shown, as well as representational elements that serve as examples for communicating about World Vision's water work.

Core elements

Use the following elements EXACTLY AS SHOWN in this guide and other brand resources:

- **Global Power Claim** (*to be used wherever possible, per WVI*) | World Vision is reaching one new person every 10 seconds and three more schools every day with clean water.
- **Statistics** | All statistics in this document (page 12 and throughout) must be worded exactly as shown. Use of statistics not included in this document requires approval by the WASH team and review by Denise Koenig. Some additional WASH-related statistics are available in the Global Humanitarian Stats document housed under References > Global Humanitarian Stats at worldvisionbrand.org.
- **Product messaging** | Product-specific messaging, including calls to action and dollar handles, must also be used as provided. Alternative wording requires approval by the WASH team and review by Creative, Strategy & Planning.

IMPORTANT

All external communications about World Vision's water work must be reviewed and approved by the following:

Branding: Vice President of Brand and Communications, Joan Mussa (acting); submit materials to Peter Livingston at plivings@worldvision.org.

Program content: Director of Funding Strategy for IPG WASH, Brian Gower; submit materials to Brian Gower at bgower@worldvision.org.

Messaging: Greg Allgood, Vice President for Water; submit materials to Greg Allgood at gallgood@worldvision.org

Creative review: The bulk of water marketing pieces should be produced by Creative, Strategy & Planning; any pieces produced by an outside vendor should be reviewed by CSP to ensure consistency. Submit materials in *first design stage* (not final) to CSP Traffic Coordinator Shauna Hagreen at shagreen@worldvision.org.

Please allow ample time for review in your production schedule.

VISUAL IDENTITY TREATMENT



WV LOGO ONLY *no sector identifier*



WV LOGO *plus sector identifier*

ACTIVITY OR USAGE	USE WV LOGO ONLY <i>no sector identifier</i>	USE WV LOGO <i>plus sector identifier</i> <i>(do not refer to this combination as a "version of the WV logo")</i>	KEY CONSIDERATIONS <i>Rationale for decision</i>
<i>General rationale</i>	<i>Use when audience is large or the objective is overall WV brand building</i>	<i>Use when activity is very water-centric or audience has known affinity for water</i>	
Christmas Promotion video	X		<i>Purpose: General WV awareness and brand building</i>
Appeals to sponsors	X		<i>Large audience, affinity to water limited or unknown</i>
Appeals / letters to SG file	X		<i>Large audience, affinity to water limited or unknown</i>
Communications from WV president	X		<i>Purpose: General WV awareness and brand building</i>
Spring Promotion materials	X		<i>Purpose: General WV awareness and brand building</i>
ELO WASH videos		Use standard ELO WASH treatment	<i>Purpose: Updates to campaign donors with water affinity</i>
ELO WASH reports		Use standard ELO WASH treatment	<i>Purpose: Updates to campaign donors with water affinity</i>
High-profile editorials		X	<i>Purpose: Announce WV water news in media ads, etc.</i>
Water Newsletter (M3)		X	
worldvisionwater.org		X	<i>Water-centric site—will evolve as part of microsite strategy</i>
TE videos on water		X	<i>Purpose: Updates to donors with strong affinity to water</i>

WORLD VISION identity

World Vision brand requirements

All brand elements and requirements are available at the brand site, worldvisionbrand.org.

Photo policy

The photo policy (ratified April 2016) can be found at worldvisionbrand.org/use-it/photography.

Logo

World Vision logo graphics and instructions for use can be found at worldvisionbrand.org/use-it/world-vision-logo and worldvisionbrand.org/education/brand-guidelines/logo-guidelines.

Identity statements

Partnership identity statements can be found at the brand site under the References tab. The descriptor statement is required on all pieces. For Christian audiences, adding the motivation statement after the descriptor statement is recommended. For secular audiences, adding the inclusion statement after the descriptor statement is recommended. Whenever possible, use of all three together is preferred.

Fonts

Fonts and typography guidelines can be found at worldvisionbrand.org/use-it/fonts and worldvisionbrand.org/education/brand-guidelines/typography-guidelines.

** IMPORTANT NOTE: Be sure to use Gill Sans OpenType, not Gill Sans MT. Remind all vendors to use fonts packaged with final art.*

WATER Messaging Guidelines

How to talk about our WASH work

“Water” vs. “water, sanitation, and hygiene (WASH)”

All three elements of WASH work (clean water, improved sanitation, and good hygiene practices) are interdependent and build on each other. It’s okay to refer to the sector as simply “water” in tight spaces like headlines or ads; however, when “water, sanitation, and hygiene” is not used as a title or header, the main text (or payoff text, as on a landing page) should mention all three.

The acronym “WASH” should not be used in headers, or overused. If your piece is longer, and you need to say “water, sanitation, and hygiene” more than three or four times, sparing use of the acronym is fine. The first reference in body copy should always be spelled out as a definition for the acronym: “water, sanitation, and hygiene (WASH).”

How to explain our sanitation and hygiene work

Do not say that we “provide improved sanitation and hygiene”:

- We support and oversee sanitation improvements, but community members do much of the work of building latrines and hand-washing stations.
- Hygiene cannot be “provided”; also, we don’t stop at “hygiene education” but rather support behavior change that leads to improved health.

See the long version of boilerplate copy on page 11 for more guidance.

Tone

Messaging around our work to deliver clean, safe water should be clear, simple, focused, and consistent, pointing to the motivation of our staff—serving vulnerable people like Jesus did.

Even when communicating the extent of the need, we should be clear that World Vision has already made great strides over 30 years and is positioned to leverage our current success to achieve even greater long-term, sustainable global progress.

Key messages

The following messages are essential; whenever possible, materials should communicate these core ideas. For more messaging around the need, World Vision's scope, and our unique approach, see pages 12–13.

- **The need is great:** *Every day, nearly 1,000 children under 5 die from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices.*
- **Our scope is broad:** *As the leading nongovernmental* provider of clean water in the developing world, World Vision is reaching one new person every 10 seconds and three more schools every day with clean water** (benefiting nearly 600,000 schoolchildren in FY18). With your help, we'll reach 20 million people between 2016 and 2020, and everyone, everywhere we work—50 million people—with clean water by 2030. By the end of 2018, we were ahead of schedule to meet our 2020 goal, having reached 12.7 million people with clean water in the last three years alone. We work through local staff in thousands of communities worldwide, which gives us the relationships and breadth to effectively impact the global water crisis.*
- **Our approach is sustainable:** *World Vision's work results in water that continues to flow. We invest 10 to 20 years in a community, giving local people ownership and training in maintenance of water points. An independent study conducted by one of the premier academic groups in water research, the University of North Carolina Water Institute, showed that nearly 80 percent of World Vision wells studied in the Greater Afram Plains area of Ghana* continued to function at high levels even after 20 years, thanks largely to our community engagement model. [Note: When citing this study, always include the reference to Ghana; although this is an important example of our proven effectiveness, the study was done only in Ghana, and the statement should not be extrapolated to apply to our wells in all countries.]*
- **Our approach is unique:** *World Vision's water, sanitation, and hygiene efforts are part of a full plan addressing many factors that perpetuate extreme poverty, all based on a desire that people experience the fullness of life Jesus refers to in John 10:10. Water is foundational, but we don't stop there: through our long-term, comprehensive model, we also work to ensure sustainable improvements in nutrition, health, education, livelihoods, and spiritual well-being for children, their families, and their entire communities.*

*Note: Do not replace "nongovernmental" in the first sentence with "nonprofit." UNICEF is a nonprofit, intra-governmental organization whose WASH scope may be broader than World Vision's. Also, because "nongovernmental organization" is a less familiar term to U.S. audiences, do not abbreviate it to "NGO" unless you are sure the acronym will be understood. For informed audiences, when space is tight, the main portion of the key statement may be shortened to "As the leading NGO water provider in the developing world ..."

**Everything after the comma is a Global Power Claim, and must be used verbatim.

Calls to action

The following appeals can be used as direct calls to action depending on context and audience. With direct financial asks, CTAs should be followed by clear, actionable steps such as “give now” or “donate now” along with specific details about what the donor’s gift amount will do. “Every child deserves clean water” is a good supporting statement to be used in copy leading up to any of these calls to action.

Join us in providing clean water to one new person every 10 seconds.

Help end the global water crisis in our lifetime.

Every child deserves clean water. Join us to reach everyone, everywhere we work with clean water by 2030.

Boilerplate copy

Short version

World Vision believes that God created and loves every child in the world, and that each one deserves access to life’s basics—including clean, life-giving water. That’s why, as part of our full solution to poverty and injustice, we partner with communities to deliver lasting water, sanitation, and hygiene solutions that open the door to fullness of life for children today and into the future.

Long version

World Vision believes that God created and loves every child in the world, and that each one deserves access to life’s basics—including clean, life-giving water. That’s why, as part of our full solution to poverty and injustice, we partner with communities to deliver lasting water, sanitation, and hygiene solutions that open the door to fullness of life for children today and into the future.

Clean water is foundational to life, which is why it’s often one of the greatest needs in communities where World Vision works. Depending on local needs, we partner with the community to establish or repair wells and other water points, train community members in well and water point maintenance, oversee the building of latrines for schools and health clinics, and provide training and support for hygiene behavior change. Access to clean water, improvements to sanitation, and hygiene behavior change have been shown to dramatically lower child deaths, improve overall health, and free people—particularly women and girls—to invest in productive activities like education and income generation rather than searching for water.

The need

The following statistics can be used to underscore the need for clean water and improved sanitation and hygiene around the world. The “key statistic” is foundational, while the “supporting statistics” can be used for specific offers and campaigns as needed. For consistency and branding purposes, use these stats whenever possible. If you need more stats, refer to the Water/Sanitation/WASH section of the Global Humanitarian Stats spreadsheet at worldvisionbrand.org and/or contact Brian Gower (ext. 2773) or Denise Koenig (ext. 2440).

Statistics should be used as shown. If a number is qualified with “nearly” or “more than,” it should never appear without this wording. If a statistic specifies a certain group, such as “children under 5,” that should always be included.

REMINDER: All global need statistics are subject to change based on the newest reports from the United Nations, which are released throughout the year. Marketers are responsible for verifying the currency of global need stats by checking the Global Humanitarian Stats spreadsheet and/or contacting Denise Koenig.

Key statistic

- Every day, nearly 1,000 children under 5 die from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices.¹

Supporting statistics

- Nearly 570 million children lack basic drinking water service at their schools.²
- More than one in every 10 people on the planet have no access to clean water—that’s 844 million people who lack basic drinking water access.³
- 2.3 billion people lack access to improved sanitation.⁴
- 892 million people defecate in the open due to a lack of improved sanitation (such as covered latrines).⁵
- Globally, women and children spend 200 million hours collecting [*Important: Do not use the word “fetch” in this context*] water each day,⁶ with many of them making multiple trips. Women and children are responsible for water collection in more than 80 percent of households in 61 developing countries.⁷
- On average, people in the developing world walk six kilometers (3.73 miles) every day to get water.⁸
- Handwashing alone has been shown in developing countries to result in children growing smarter and stronger.⁹

¹ UNICEF, Levels and Trends in Child Mortality Report, 2017, p. 11.

² UNICEF & WHO, Progress on Drinking Water, Sanitation and Hygiene, 2018, p. 5.

³ UNICEF & WHO, Progress on Drinking Water, Sanitation and Hygiene, 2017, p. 3.

⁴ UNICEF & WHO, Progress on Drinking Water, Sanitation and Hygiene, 2017, p. 4.

⁵ UNICEF & WHO, Progress on Drinking Water, Sanitation and Hygiene, 2017, p. 5.

⁶ UNESCO, Water for Women, 2015, p. 3.

⁷ WHO/UNICEF, Safely Managed Drinking Water, 2017, p. 30.

⁸ OHCHR/UN-HABITAT/WHO, Fact Sheet No. 35: The Right to Water, 2010, p. 10.

⁹ A. Bowen, Association between intensive handwashing promotion and child development in Karachi, Pakistan, 2012.

What makes World Vision different?

The following points illustrate why World Vision is the best partner in providing clean water around the world.

- 1. Broad scale** | World Vision is reaching one new person every 10 seconds and three more schools every day with clean water, benefiting nearly 600,000 schoolchildren in FY18. That makes us the leading nongovernmental provider of clean water in the developing world.* Thanks to our presence in nearly 100 countries, our comprehensive development model, and our long-term commitment to communities, we have the scope and reach necessary to help solve the global water crisis. We set a goal in September 2015 to start reaching one person every 10 seconds by 2020. After a major expansion, we hit that goal early! We've sustained the every-10-second rate over the past three years, and are on track to do it again this year. We're continuing to scale up our water programs with the commitment to reach everyone, everywhere we work by 2030. [***Note:** Do not use "nonprofit" in place of "nongovernmental." See footnote on page 10 for details.]
- 2. Comprehensive model** | Water is foundational to development, but it's only one piece in the complex puzzle of poverty. Kids also need nutritious food, basic healthcare and quality education, and protection. Their parents need sustainable livelihoods, and everyone should have the opportunity to learn about and respond to God's love for them. In partnership with parents, local leaders, government bodies, and other organizations, **World Vision employs a full plan with a full range of services that addresses every piece of the puzzle**, enabling us to deliver and support lasting solutions to the root causes of poverty.
- 3. Focus on sustainability** | **World Vision's model gives communities ownership and training in maintenance of water points so that water continues to flow long after our project work is finished.** World Vision also provides training and tools for local people to repair wells and water points. Close connections between these workers and the water committees ensure any problems are handled quickly.
- 4. Community-based approach** | **World Vision's staff live and work in the communities that they serve**, providing hands-on support for long-term development over 10 to 20 years.
- 5. Commitment to helping solve the global water crisis** | Motivated by God's love for all, World Vision believes every child deserves clean water. **That's why we're committed to helping solve the global water crisis within our lifetime.** Our goal is to provide clean water to 20 million people by 2020, and to 50 million people—everyone, everywhere we work—by 2030. That includes some of the hardest-to-reach places, because we follow Jesus' example in serving the poorest of the poor.

Clean water benefits

When communities have reliable access to clean water, it transforms just about every aspect of their lives. It's been proven that access to clean water, improved sanitation, and proper hygiene leads to the following benefits:

- Children lead healthier lives and child death rates drop dramatically due to a decline in diseases caused by contaminated water, poor sanitation, and lack of hygiene.
- Families have the resources they need to irrigate crops and grow healthy food, meaning kids are better nourished.
- Children are able to attend school more regularly and have greater opportunity to succeed, since they no longer have to spend their days collecting water or staying home because they're sick from contaminated water.
- Parents, especially moms, are better able to provide and care for their children without the long, difficult, and often multiple treks to get water each day.

The following two sections (“Our impact” and “Our vision”) synthesize content from other portions of this guide and also provide details that flesh out some of the statements. Feel free to cut and paste for your communications as needed.

Our impact

Over the past 30 years, World Vision has developed deep expertise and refined our approach in providing clean water, improving sanitation, and supporting hygiene behavior change. Our recent work includes WASH programs and water projects in more than 50 countries across Africa, the Middle East, Latin America and the Caribbean, and Asia and the Pacific. Since 2011 we've reached 19 million people with clean water—12.7 million in the last three years alone. In 2018 we helped provide access to clean water for 4 million people, improve sanitation for 2.8 million, and support hygiene behavior change for 5 million. As part of our 2018 work, we constructed or rehabilitated 53,830 wells and water points and helped communities construct 492,355 household sanitation facilities. Also in 2018, an average of 10 communities were certified as “open defecation free” every day and more than 13,000 faith leaders participated in water, sanitation, and hygiene training.

World Vision now reaches one new person every 10 seconds and three more schools every day with clean water. We're continuing our commitment with a pledge to reach 20 million people by 2020 and 50 million people—everyone in our project areas—by 2030. By the end of 2018, we were ahead of schedule to meet our 2020 goal, having reached 12.7 million people with clean water in the last three years alone.

Our impact *(continued)*

World Vision's unique community engagement model helps us ensure that water continues to flow long after our project work is done. A 2014 study found that eight in 10 wells installed by World Vision in the Greater Afram Plains area of Ghana were still functioning at high levels after nearly two decades. In contrast, previous studies have shown that 30 to 50 percent of non-World Vision wells are not repaired when they inevitably break down.*

Sample marketing language to communicate the sustainability of our work (for more detail, see the third bullet on page 10):

A 2014 study in the Greater Afram Plains area of Ghana showed that eight in 10 World Vision wells were still operational two decades after being built—significantly higher than industry standard—due largely to our community-based model.

Our vision

World Vision currently reaches one new person with clean water every 10 seconds, but millions more are still in need. We believe EVERY child deserves clean water, and we're passionate about following the example of Jesus in helping the poorest of the poor. That's why we're committed to helping solve the global water crisis within our lifetime—focusing on providing clean water by 2030 to everyone, everywhere we work, including some of the world's hardest-to-reach places.

Along with clean water, World Vision supports sanitation improvements and healthier hygiene behaviors for millions of people every year.

*Based on the results of a study released in 2014 by the University of North Carolina Water Institute, which examined a total of 1,470 wells (898 of them World Vision wells) in the Greater Afram Plains area of Ghana. This study has global implications because it supports World Vision's consistent, community-based approach that includes establishing a water committee and trained repair workers to ensure sustainability of water points.

Partnerships

World Vision is honored to be a leader and partner in helping to solve the global water crisis. In 2012, our contributions in this sector were recognized with an invitation to serve on the first steering committee of the U.S. Water Partnership, a private-public partnership of federal agencies, businesses, foundations, and nongovernmental organizations.

Our valued strategic partnerships enable us to leverage technical expertise, implement innovations, and collaborate to increase our joint effectiveness on behalf of children and families. Some of our key partnerships include:*

charity: water
Conrad N. Hilton Foundation
Desert Research Institute
Denver Mattress
Dornsife Family Foundation
Drexel University
Golf Fore Africa
Grundfos
Kohler

Messiah College
Millennium Water Alliance
National governments and local government ministries
Procter & Gamble (P&G)
Rotary International
Sesame Street
Stanford University
Stewardship Foundation
UNICEF

United Solar Initiative
University of North Carolina Water Institute
USAID
Water4
Watermill Express
Wells Bring Hope
Wellspring for the World

**For more information regarding a specific partnership, contact Brian Gower at bgower@worldvision.org or 253.815.2773.*

Major donor partnership featured in *Forbes* magazine

In December 2016, **Forbes** featured Dana and Dave Dornsife's \$40 million commitment to World Vision, calling it one of 2015's top five major philanthropic gifts for social change: "Big Bet Philanthropy: How More Givers Are Spending Big And Taking Risks To Solve Society's Problems."

The article uses the Dornsifes' story to highlight the strength of their partnership with us through our water programs. Use this statement to describe the **Forbes** article and what it means for World Vision:

In 2016, Forbes ranked a major gift to World Vision's water work as one of the five most promising "big bets" in philanthropy.

This statement is most appropriate for a major donor audience. However, for mass market, a transition statement such as "You can invest, too—every \$50 can provide ..." may be added.

When communicating about this article, do not imply that **Forbes** called World Vision itself a "best bet" or a "best way" to donate. The top five ranking was of the donor's gift as a "big bet," not of our water programs compared to any other.

Communicating our Christian identity in water materials

World Vision's commitment to serve children is a response to Jesus' special care for them. In every external communication piece, our faith motivation should be conveyed to the fullest extent possible for the audience. For secular audiences, our Christian identity should be communicated at minimum through inclusion of the descriptor statement (see page 7). Our Christian identity is a strength: 86 percent of the world's population claims religious faith, and our faith-based approach positions us uniquely to work with faith leaders—empowering them to help their communities understand the importance of safe water, improved sanitation, and healthy hygiene behaviors.

World Vision believes in God's calling to help open the door to fullness of life (John 10:10) for children in need. Likewise, we believe that Jesus came to release the oppressed (Luke 4:18), including those oppressed by the physical injustices of our world. Because water is fundamental to life, our work to provide access to clean water can and does point people to the living water found in Jesus (John 4:10) and serves as a powerful image of our dependence on God (John 4:13-14).

When sharing stories about water, highlight the ways in which our staff demonstrate God's love, through both word and deed, to those they serve. Be intentional about conveying our commitment to Christian witness and our motivation as followers of Christ, who cares so greatly for the poor. A good verse excerpt is "... I was thirsty and you gave me something to drink ..." (Matthew 25:35, NIV).

Things to avoid:

- Do not simply use a verse that includes the word "water." Take special care not to support our literal water work with a verse that speaks about water symbolically or figuratively, such as Isaiah 49:10 or 55:1.
- Do not imply that providing actual water is the same as providing living water; they are entirely different. However, sometimes receiving physical water opens hearts to receiving living water. When sharing a story of a water recipient coming to faith or deepening their faith, it's acceptable to reference John 4:10-14 to show this connection. A good example is the president's letter in the Spring 2019 issue of *World Vision* magazine.
- Do not say that clean water "provides fullness of life"; only God does that. Clean water simply helps to remove barriers to fullness of life, which exists when health is present in every area—physical, emotional, and spiritual.

Expertise

A recognized leader among humanitarian providers of clean water, World Vision currently has approximately 700 water, sanitation, and hygiene professionals and thousands of development professionals living and working in communities around the world. These teams of technical experts use cost-effective, proven approaches to help local people create and carry out sustainable water, sanitation, and hygiene solutions.

World Vision is particularly known for the success of its WASH work in West Africa, achieved through a long-term partnership with the Conrad N. Hilton Foundation that began in 1990. To date, this effort has provided sustainable access to clean water for three million people in Ghana, Mali, and Niger; contributed to a dramatic reduction of diarrheal illness and trachoma in the region; and helped eliminate the waterborne Guinea worm disease in Ghana.

World Vision's Vice President for Water, Dr. Greg Allgood, has more than 30 years of experience in clean water research and nonprofit work. He holds a Master of Science in Public Health from the University of North Carolina at Chapel Hill and a Ph.D. in toxicology from North Carolina State University. As a U.S.-based water expert, he leads the establishment of World Vision's relationships with corporations, foundations, and individuals to raise funds that bring access to clean water to millions more people worldwide.



What's new in this FY19 update?

- Added guidance on how to accurately talk about our sanitation and hygiene work
- Added a need statistic about the lack of water in schools based on the UNICEF/WHO 2018 Joint Monitoring Project report*
- Adjusted 2020 aspirational statement to read: By the end of 2018, we were ahead of schedule to meet our 2020 goal of reaching 20 million people with clean water in five years, having reached 12.7 million people with clean water in the last three years alone.
- Replaced 2017 impact results with 2018 results
- Updated Partners list
- Provided a positive example of "Communicating our Christian identity" in the "Things to avoid" section of page 17

* Need stats from the 2017 report are still valid. The 2018 report pivoted from noting improvements in global WASH to address the issue of the lack of clean water in schools.