



# OUR VERBAL IDENTITY

A guide to communicating in World Vision's unique voice

The World Vision verbal identity is how we use language to express our brand. It's key to communicating our brand proposition:

**'The joy of transforming vulnerable children's life stories.'**

Our brand is more than what we look like. It's also what we say and how we say it. Our words reveal our personality and should be as distinctive and consistent as our logo, colours, typography and beautiful photography.

Sometimes our various verbal communications around the world can seem to be from different organisations. This guide should help overcome that problem by creating a consistent brand voice and message, a common voice. Whether someone visits a World Vision website, sees our social media page(s), listens to a radio ad, or hears one of us speak at an event, they should instantly recognise World Vision.

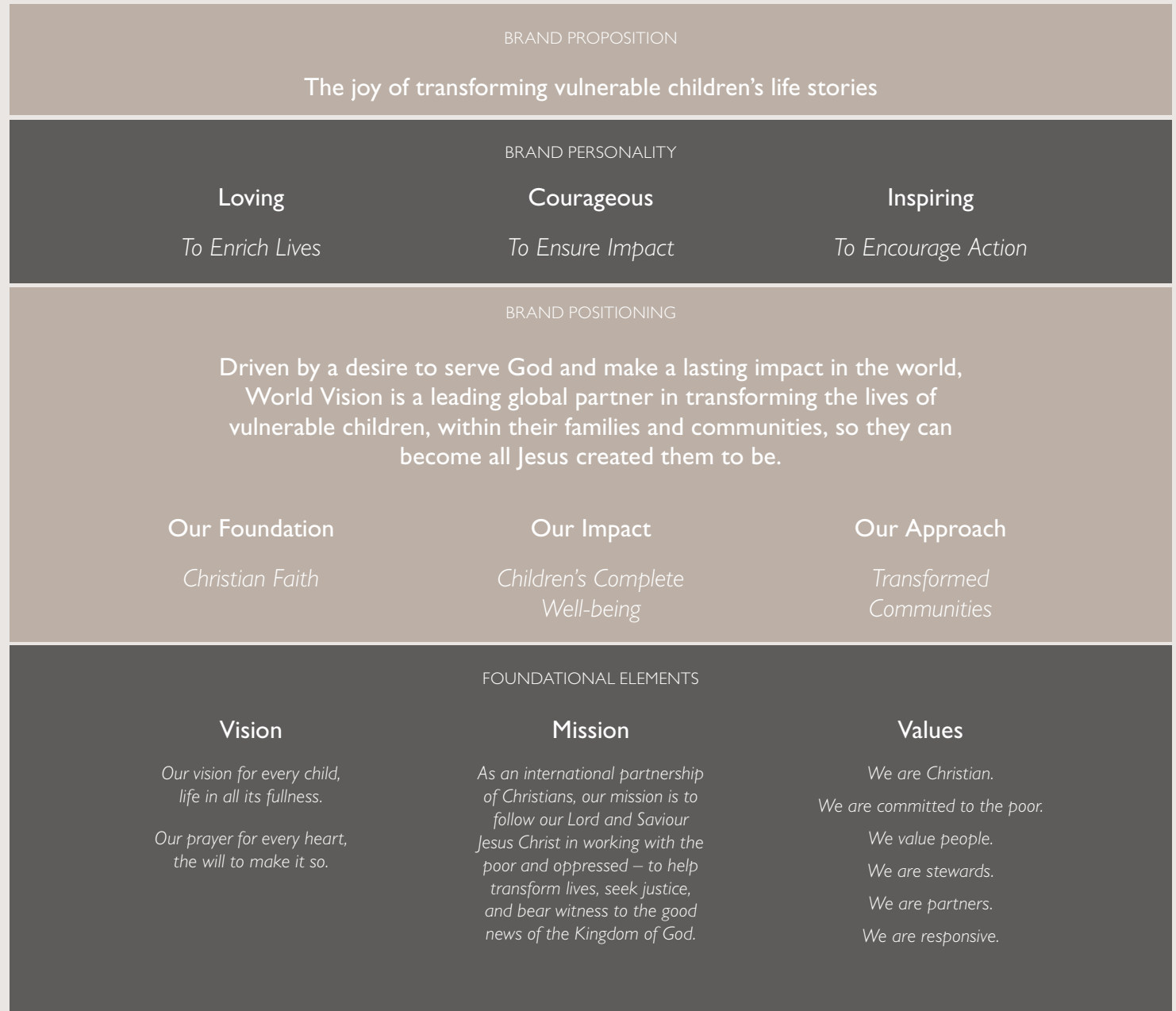
All our communications, both written and oral, should bear a family likeness that's recognisable anywhere in the world. That includes the way we convey our Christian faith – speaking about it boldly, yet humbly.



GLOBAL BRAND FRAMEWORK

## Our Global Brand

World Vision's verbal identity is rooted in our global brand, which has several components. They work together to form our global brand framework. Read more about them in our [Global Brand Guidelines](#).



## Our Brand Proposition

Our proposition distils the elements of our brand strategy into one uplifting phrase. This is the value we provide to donors and supporters; it's our promise to them. By using accurate, clear and positive language when we communicate, we bring that proposition to life.

*The joy of transforming vulnerable children's life stories.*

### INSTEAD OF

Relieving the suffering of the poor



Donors and recipients



Feeling good about doing the right thing



### WE TALK ABOUT

- Transforming lives
- Promoting fullness of life for children
- Offering hope for a better life

- Working together to transform life stories
- Living our shared values of compassion, mercy and love
- Being part of the world's greatest force for good

- Tasting the joy of the Kingdom of Heaven
- Living out God's purpose
- Becoming a purveyor of hope

## Our Brand Positioning

This positioning is what sets us apart in the world. Our ministry is distinctive because of our **Christian identity**, **our integrated focus** (Christian, child-focused, community-empowering) and **our global scale**, a combination not found in other organisations. This makes us unique and enables us to live out our calling and work towards our desired outcome – child well-being through transformed and empowered relationships within and between families, communities, ethnicities, nations and God.

Driven by a desire to serve God and make a lasting impact in the world, World Vision is a leading global partner in transforming the lives of vulnerable children, within their families and communities, so they can become all Jesus created them to be.

## This statement rests on three pillars:

### OUR FOUNDATION

#### *Christian faith*

Beginning with our founder's passion to share God's heart for the world, our faith remains central to our work today. We seek to know Jesus and to share His love with the world through the transforming power of the Holy Spirit. Our prayer is that all may come to experience life to its fullest measure.

### OUR IMPACT

#### *Children's complete well-being*

In everything we do, we aim to enable fullness of life for children – in body, mind and spirit. We work alongside families and with local, national and global partners, helping children take an active role with their families in building lives free of need and full of promise.

### OUR APPROACH

#### *Empowered communities*

Empowered by God's grace, and guided by our deep experience and expertise, we work together with supporters, partners and communities in collective efforts that enrich the lives of all involved. We help change the way the world works for children and create lasting impact that will live on in generations to come.

## Giving Word to Our Faith

We put our trust in God because our vision lies beyond our reach. What's more, we have fallen in love with God's world vision: a glorious future for all creation! All our hopes and aspirations now point to Jesus Christ, for it was He who made us believe that nothing is impossible for God.

World Vision is one of the most comprehensive organisations in the world, seeking to be available for God to make His vision come true. This also is our prayer for every staff, every donor, every community and every organisation we partner with: that God's power will be at work in us and do far more than we dare ask or imagine for the sake of every child, regardless of religion, race, ethnicity or gender.

## HOW OUR CHRISTIAN IDENTITY INSPIRES OUR WORK

Perhaps World Vision's greatest asset is our ability to build bridges between ourselves and people of other faiths and worldviews. World Vision is respected as an organisation clearly rooted in faith not only in Christian contexts, but in Muslim, Buddhist, Hindu and other communities as well. These relationships enable us to connect with other people's faith and build deep levels of trust. As a result, and by the grace of God, we often ignite attitude changes in communities that lead to a significant decrease in discrimination, violence, exploitation and abuse.

Therefore, it is safe to say that it does not require a Christian faith to become enthusiastic about World Vision's Christian faith. Working with communities of any faith and being able to work together to address their toughest issues and the root causes of poverty and injustice means that everyone can celebrate a job well done. And for our donors, this means their money is well invested.

## Giving Word to Our Faith

How should we talk about our faith?

To answer that question we've developed a guide called **Giving Word to our Faith**, [available online](#). It helps staff members speak boldly, openly and unapologetically about how our faith motivates our work.

The guide is organised so you can easily locate content that is most relevant to your audience. To the right is a framework that shows how what **We Believe** and what **We See** leads naturally to how **We Act**.

Each box in the framework includes a main statement in bold and a supporting one below. These will help you clearly understand and communicate what we believe and what our faith means to our work.

The guide allows space for creativity. However, make sure you do not convey anything that contradicts the guide.

The guide doesn't cover everything. Therefore, feel free to elaborate – especially if you're speaking to a Christian audience.

|             | WE BELIEVE  | WE SEE   | WE ACT   |
|-------------|---|--|--|
|             | Our faith leads us to believe ...   | Shaped by our faith, our experience of the world ...   | Compelled by our beliefs and experiences, we respond ...   |
| EVERY CHILD | <b>1A</b><br><b>Every person is created in God's image and deserves life in all its fullness.</b> <ul style="list-style-type: none"> <li>We believe in upholding, restoring and honouring the dignity, value and identity of every human being.</li> </ul>  | <b>1B</b><br><b>In a world of broken relationships<sup>†</sup>, we see children being kept from reaching their full potential.</b> <ul style="list-style-type: none"> <li>We see injustice, inequality, corruption and disasters (man-made and natural) affect the lives and futures of children in every context.</li> </ul>                          | <b>1C</b><br><b>We are responsible, along with others, for ensuring every child thrives; their futures filled with hope, well-being and promise.</b> <ul style="list-style-type: none"> <li>We work through relief, development and advocacy approaches in contexts where the most vulnerable children struggle to survive.</li> </ul>   |
| HOPE        | <b>2A</b><br><b>There is hope and a future for all people through faith in Jesus Christ.</b> <ul style="list-style-type: none"> <li>We believe that through hope, restoration and renewal are possible even in the most difficult places.</li> </ul>  | <b>2B</b><br><b>We see hope reflected in transformed lives and restored relationships.</b> <ul style="list-style-type: none"> <li>Credible hope and rebuilt relationships bring human transformation.</li> </ul>   | <b>2C</b><br><b>We seek to transform lives through hope in Jesus Christ, expressed through life, deed, word and sign.</b> <ul style="list-style-type: none"> <li>Through the joy of transforming vulnerable children's life stories, we have evidence that this hope is credible.</li> </ul>   |
| LOVE        | <b>3A</b><br><b>Because Christ loved us, we show our experience of His unconditional love in our work.</b> <ul style="list-style-type: none"> <li>We are called to be witnesses and serve as a reflection of God's unconditional love.</li> </ul>   | <b>3B</b><br><b>We see children valued, loved and protected as a result of transformed relationships.</b> <ul style="list-style-type: none"> <li>Through restored relationships, we see communities working together, helping each other so that their lives and futures are filled with hope, promise and well-being.</li> </ul>                      | <b>3C</b><br><b>We seek transformed relationships as an expression of God's unconditional love.</b> <ul style="list-style-type: none"> <li>We take a reconciliation approach to issues of injustice and poverty, boldly building bridges.</li> </ul>   |
| ALL PEOPLE  | <b>4A</b><br><b>God can work through all people to achieve His purposes.</b> <ul style="list-style-type: none"> <li>We cannot achieve our mission on our own; we seek to collaborate with a wide spectrum of partners, supporters and others to transform the lives of children, families and communities.</li> </ul> | <b>4B</b><br><b>We see that most people share common values of compassion, love and mercy and are willing to partner in changing children's lives.</b> <ul style="list-style-type: none"> <li>Faith plays a vital role in our world. More than 85 per cent of the world is religious and faith leaders are the most trusted in many places.</li> </ul> | <b>4C</b><br><b>We are part of a movement of people who share common values of justice, love and hope that fulfil God's purposes.</b> <ul style="list-style-type: none"> <li>We ignite and join movements for child well-being, mobilising all people including donors and supporters, Christians and the Church, as well as other faith leaders, secular institutions and government actors.</li> </ul> |

<sup>†</sup> Poverty isn't just a lack of material things – it's rooted in broken relationships with God, self, others, and the rest of creation. We were created to glorify God, reflect His image, love one another, and steward the rest of creation. But the fall and sin marred what God originally created. As a result, none of us are experiencing the fullness of what God intended for us. (<https://www.chalmers.org/our-work/redefining-poverty/what-is-poverty>)

## Giving Word to Our Faith

Example messaging.

The **Giving Word to our Faith** messaging framework is guidance to enable us to speak boldly and unapologetically to people of various contexts about what our faith and Christian identity mean for our work. The contexts that have been identified are: 1) secular 2) multi-denominational Christian 3) multi-faith 4) Islamic/Muslim.

The examples provided are indicative only and based on insights about contextual audiences gathered during workshops. End users will need to articulate their own insights for their audiences and apply the framework accordingly.

### SECULAR CONTEXT

**Short version:** Compassion, love and mercy are common values shared by most people. We believe that it is every child's right to reach their full potential, and to this end we connect and mobilise like-minded people to help change children's lives.

**Long version:** We mobilise people who share common values of compassion, love and mercy and want to change children's lives. We believe every child has a God-given right to reach their full potential, but we cannot achieve these goals on our own, which is why we collaborate with like-minded people. As a Christian organisation, we also believe that God works through all people. We seek to achieve this goal together with others in places where children are the most vulnerable, through relief, development and advocacy approaches.

### MULTI-DENOMINATIONAL CHRISTIAN CONTEXT

As a Christian organisation, we believe God created everyone in His image and that every person and child has the right to a full life. Therefore, we serve children in difficult circumstances as a God-given responsibility as well as an expression of God's perfect love that we have experienced. We see poverty and need as a result of broken relationship both between humans and creation; hence, our work is focused on restoring these relationships that keep children from their full potential. We are co-workers with God and other partners and collaborators of faith, letting Him use us to fulfil his purpose for the world.

### MULTI-FAITH CONTEXT

World Vision is a global organisation that has contributed to transformation in the lives of millions of children around the world in vulnerable situations. As followers of Jesus Christ, we believe that every person is created in God's image and has a right to a full life filled with hope, promise and well-being; this belief drives our work. We believe that this mission cannot be achieved by us alone, so we collaborate and partner with other faith and non-faith actors who have common values of justice, love and hope. We do not have a proselytism agenda as we do not believe in exploiting people's vulnerability to change their faith.

### ISLAMIC CONTEXT

**Short version:** Every child is created equal in God's sight, but injustice, corruption, inequality and disasters keep them from lives filled with hope, promise and well-being. In response to this, we connect and mobilise people of faith who share common values of compassion, love and mercy to transform children's lives.

**Long version:** We believe all people, including children, are created equal in the sight of God and should thrive in their circumstances. But injustice, inequality, corruption and disasters rob children of their lives and futures. To this end, we connect and mobilise people of faith who share common values of justice, love and hope to change children's lives and uphold, restore and honour the dignity and value of every human being. We do this through relief, advocacy and development approaches that affect the most vulnerable children around the world.



## Breaking down our Verbal Identity

Our Verbal Identity consists of two parts: our **Brand Messaging** and our **Brand Voice**.

Our Brand Messaging is what we say that brings our *Positioning* and *Proposition* to life. It communicates the central ideas and themes we consistently reinforce.

Our Brand Voice is how we say it. As with any human voice, ours is unique and recognisable. It expresses our *Personality* in a distinctive way that engages and inspires.



## Messaging

Our Brand Messaging is *what we say about our work, approach and goals.*

Based on our *Proposition* and *Positioning*, it clarifies who we are, what we do and how we do it.

We emphasise two themes:

1. **Better together**
2. **Proving what's possible**

Our vision for children does not end at the fulfilment of their physical needs or the protection of their rights. We care for their total well-being in body, mind and spirit.

To do this, we take a special approach. Trusting in God's transformative power, we work in many aspects of children's lives, promoting change with their families, communities and nations, and changing the way the world works for children.

Our global effort involves dedicated staff and volunteers, expert partners, committed supporters, and courageous families in a wonderful shared endeavour that brings joy and enriches the lives of all involved.

### THEME 1

#### BETTER TOGETHER

- We achieve more together than we can alone. That's why we've united across borders and distances. The result is one of the world's most potent forces for good.
- Our spirit of collaboration begins with our faithful staff, supporters and all our public, private and faith-based partners. Together, we all work alongside struggling families and communities to achieve better lives for their children.
- Combining our gifts and talents, we expand our capabilities and impact, as well as experience joy in our own lives by creating lasting change for children.

### THEME 2

#### PROVING WHAT'S POSSIBLE

- We openly share our plans, successes and challenges through the voices and stories of children, families, communities and everyone involved.
- We are transparent and forthcoming about our past achievements, challenges and future goals, proving that real impact is possible.
- With the highest levels of transparency and accountability, we also show how God has enabled us to deliver on our promises.

## Our Brand Voice

Our Brand Voice is *the tone and way in which we speak*. This is our *Personality* and a key part of our overall brand framework.

This voice is based on two important imperatives:

1. **Talk straight**
2. **Inspire action with courage and love**

### IMPERATIVE 1

#### TALK STRAIGHT

- We use direct, everyday language, avoiding complex or technical terms that people might not understand.

**NOT THIS:** We are facilitating and maximising sustainable development by implementing comprehensive strategies that are both participatory and inclusive.

**BUT THIS:** *We share numerous ways to improve children's lives now and over time. Then we work with them to make it happen.*

- We don't make vague promises. We talk straight about the challenges facing children and what it will take to overcome them. We humbly celebrate our successes and own our failures.

**NOT THIS:** By giving, you'll be uplifting all children everywhere. The dawn of a new world will fill people throughout the universe with peace and well-being.

**BUT THIS:** *Although Ginny is still severely underweight for her age, we've given her emergency nutrition that has stabilised her health. We've also given her mother supplies, training and a plan to help Ginny keep improving. Gifts like yours made this possible.*

- We show impact. Rather than simply listing the features of our work, we prefer to highlight its benefits – for those who donate, those who work and those who receive.

**NOT THIS:** World Vision has provided corn and barley seeds, fertilisers, a water well, farming implements, brick-making equipment, aluminum roofing material and a loom for weaving fabric.

**BUT THIS:** *Thanks to your gifts, Salome no longer has to hike for miles to the nearest stream to get her water. She can walk a few steps to their new well and have enough water for the entire day. Elias wears a brand new shirt, woven by his mother on their new loom. And Simon is expecting his best crop ever, thanks to the new farming tools and techniques your gifts supplied.*

### IMPERATIVE 2

#### INSPIRE ACTION WITH COURAGE AND LOVE

- We have a vision – and we're eager to talk about it. We picture a world where children are free of need and full of promise. We show God's light and love to everyone we can.
- We believe every person has eternal value. That means each one has unique gifts, experiences and potential. We embrace our shared humanity in everything we say and do.
- We confidently declare that a better world is possible. And we invite everyone to play their part in building it and in sharing our joy in transforming vulnerable children's life stories.
- We stay positive, celebrating our successes and framing the harsh realities of where we work as opportunities to grow and improve.
- We connect to real people – telling true and compelling stories in the authentic voices of our supporters, partners, children and staff. We use warm, inclusive language that shows we care about all people not just our work.
- We speak to the whole World Vision family – from staff to supporters to communities in the field. We use inclusive language like 'together', 'alongside', 'partnership' and 'shared'. Whenever possible we use the first person plural 'we' and 'our'. Both the supporter and the child are part of every story.
- We inspire with our values and convictions. Our faith leads us to care passionately about children's well-being; as we write and talk about it, others catch that passion.
- We engage with dynamic language. We use active verbs rather than static ones, and we frame sentences in the active voice rather than passive (not 'water emerged from the well', but 'water gushed from the well').
- We always try to delight and surprise, sharing special moments, fresh ideas and new solutions. And we always apply the principles included in our faith messaging.

## Child Sponsorship

What is it?

World Vision Child Sponsorship unites sponsors and children with their families and communities in a shared commitment to improve the lives and futures of some of the world's most vulnerable children.

How does it work?

Child sponsors enable World Vision's long-term partnerships with communities and fuel our unique approach, which has proven to deliver lasting impact for children by addressing the root causes of their vulnerability – poverty and injustice.

Sponsoring a child with World Vision is one of the most effective, inspiring and rewarding ways to give children better lives and futures.

### EXAMPLES OF CHILD SPONSORSHIP MESSAGING

#### ENGAGE through a powerful connection

Through a rich and authentic one-to-one connection with your sponsored child, you gain a window into another world. You can expect to receive written and photo or video updates from your sponsored child, and you can write, email or even visit them if you wish. For your sponsored child, the connection means being able to interact with you as someone who cares about their future. As a special person in your sponsored child's life, you can share encouragement, hope and love, as you help them rewrite their future life story.

#### ENABLE better futures for children

As a sponsor, you will enable children, together with their families and communities, to build a better future for themselves. World Vision partners with your sponsored child's community to address the needs of vulnerable children and overcome the barriers that prevent them from enjoying life in all its fullness. Because of our approach, you are not only helping your sponsored child but also many vulnerable children in the community. As a sponsor, you will come to understand the specific needs and plans for children in your sponsored child's community and how your vital contribution is being used to tackle the issues. Through frequent updates you will witness how children benefit and know that you are making an identifiable and lasting difference for children now and for generations to come.

#### ENJOY sharing the life-changing journey

Throughout your journey as a sponsor, you will experience the joys and challenges that your sponsored child and other children face in reaching for a brighter future. You can follow their progress and share their special moments as they grow and develop to achieve their God-given potential. If you wish, you can share photos or videos online, join in our online social media conversation or give more to help even more children. You can help support our justice campaigns, pray for children's futures or influence people around you to change the way the world works for children. You decide how involved you wish to be.

#### Delivered by an organisation you can trust

With more than 3 million sponsors globally trusting us with their donations, we are one of the most popularly supported charities in the world. We are a trusted partner of communities, churches, national governments, corporations, the United Nations and many other international bodies. We clearly demonstrate the impact of our work in the lives of children, and multiply sponsors' monthly contributions by combining them with other donations and grants to achieve even greater results. Our finances are independently audited, and we constantly strive to achieve ever-higher levels of transparency and accountability.

## Style guidance

In addition to using a consistent Brand Voice and Brand Messaging, it is important for us to use consistent approaches to convey important information. Here is guidance on some of the most common issues.

### Numbers

- For numbers 1-9, use words rather than numerals (one, two, three, etc.).
- For numbers 10 and up, use numerals (11, 435, 2,000, etc.).
- For percentages, use numerals followed by the % symbol – not percent or per cent (e.g. 4%, 12%, 0.5%, 131%, etc.).
- For currencies, place the currency symbol before the number (\$4, €2.5, £8, etc.).
- When showing figures in thousands, use a comma (\$3,500, 81,400, 12,332,127, etc.).

### Acronyms

Try to avoid using acronyms (WV, NGO, WFO). Some of them won't be familiar to our readers, and we risk losing their interest. We also miss the opportunity to better explain our work.

### Talking about World Vision

For most purposes, refer to our name simply as World Vision. Remember that most external audiences are unfamiliar with the way we are structured. They see us as World Vision – not World Vision US, World Vision UK or World Vision International.

Whenever possible, try to use personal pronouns such as we, our and us. Writing in first person is much more engaging and helps others feel part of our work.

If you need to talk about our global organisation, you can use the word 'Partnership' (always with a capital P). But the first person plural (us, we, our) is still usually better.

Here are some good ways to describe us:

- World Vision is a global force for good.
- World Vision is a global community supporting vulnerable children.
- World Vision is a movement of people dedicated to changing the lives of children.

## Additional resources

You can find digital and printable copies of the following helpful guides by clicking on these links.

[World Vision Global Brand Guidelines](#)

[Our Promise 2030 – Guide to our Global Strategy](#)

[Giving Word to our Faith – Guide to Speaking about our Faith](#)

[Child Sponsorship Messaging Guide](#)

For more help, email [global\\_brand@wvi.org](mailto:global_brand@wvi.org)

