



A Journey of Becoming.

COMPASSION BRAND EXPERIENCE

A photograph of a classroom scene. A teacher, seen from the back, is addressing a group of young students. The students are seated in blue plastic chairs and are wearing light blue t-shirts. Some students have their hands raised, indicating an interactive session. The background shows a stone wall and a window. The overall lighting is dim, with a blue tint.

Brand Research

Understanding who we are to better define who we'd like to become.

Brand Research

We deployed six HCD practitioners to conduct more than **130 in-depth interviews** around the globe with Compassion executives, management, employees, partners, influencers, donors, sponsors, prospective/future supporters, national office leadership and staff, FCP leadership and staff, and children and their families in the field.

In addition, the HCD team reviewed over **200 internally-sourced documents** and conducted primary analogous and competitive research online.

Compassion Brand Platform

Brand is an outcome, not an input.
We are growing a tree, not building a house.

A strong brand platform creates tools that are simple, memorable, emotional, and authentic to guide everything it does and says to every one of its neighbours.

Brand Platform Elements

MOSTLY INTERNAL

Pillars

Vision
Mission
Values
Culture

INTERNAL & EXTERNAL

Positioning

Brand Promise
Differentiators
Stakeholders
Value Propositions
Architecture

MOSTLY EXTERNAL

Expression

Messaging Mix
Personality
Voice & Tone
Visual Identity

We are Compassion.

We want to help create a world in which all children thrive in their God-given potential.

We believe childhood poverty is a complex economic, social, and spiritual issue, and that without the love of Jesus, there is no real freedom for children to thrive.

We believe the Church is God's chosen instrument of hope to the world, and the most effective, missionally aligned human development organization on the planet.

And we believe children are the greatest investment we can make in the future and that, given the opportunity to realize their full potential, they can permanently break the cycle of generational poverty in their own families, communities, and nations.

We are Compassion, and we want every child to be known, loved, and protected, and to have the chance to truly thrive. **Will you join us?**

Compassion Brand Platform

**Vision:**

What do we want to achieve?

All children in poverty thriving toward their God-given potential.

Mission:

Why do we exist?

Releasing children from poverty in Jesus' name.

Culture:

How do we interact?

Love your neighbour as yourself.

Brand Promise:

What experiences do we promise to our neighbours?

Known, Loved, & Connected.

Differentiators:

What makes us unique in our market?

Christ-centered + Church-driven + Child-focused

Personality & Voice:

How do we behave, speak?

A passionate advocate: passionate, loving, hopeful, knowledgeable, authentic, always learning.

Messaging Mix:

What do we say?

- Poverty is complex, global, not impossible.
- Thriving kids = better world.
- The Church is the key.
- Local ownership, lasting change.
- Children are Known, Loved & Protected.



Pillars

A series of internal, direction-setting ideals and beliefs that form the foundation of our brand and provide guidance about who we are, what we do, and how and why we do it.

Vision.

What do we want to achieve?

The audacious end state we want to create.

All children in poverty thriving toward their God-given potential.

Why it works:

- » Inspiring vision of future without childhood poverty and an end state of thriving rather than just survival.
- » Big, compelling vision that offers a broad platform for others.

Mission.

Why do we exist?

Releasing children from poverty
in Jesus' name.

Why it works:

- » Retains current mission for continuity/equity.

Values.

What defines our character?

The fundamental traits that we seek to model and cultivate in our people.

Integrity
Discernment
Dignity
Stewardship
Excellence

Culture.

How do we interact?

The collective behaviors and attitudes we embody in our work and exhibit to our customers and each other.

Love your neighbour as yourself.

Why it works:

- » Neighbour Centered
- » Scriptural, Aligned, Actionable
- » Works in partnership with cultural behaviors



Positioning

Defining internal and external elements that unify us and provide clarity to help us to better understand how we're organized, who we serve, what makes us unique, and why it matters.

Brand Promise.

What experience do we promise?

The emotive experience we promise to deliver to each and every one of our stakeholders.

Known, Loved & Connected.

Why it works:

- » Neighbour Centered
- » Scriptural, Aligned, Actionable, Measurable.
- » Tangible measuring stick that can be applied to every neighbour interaction at every level of the organization.
 - › Know: the needs of those you serve.
 - › Love: serve unconditionally and go the extra mile.
 - › Connect: to the shared cause and to each other.

Differentiators.

What makes us unique in our market?

The tangible attributes that make us unique and differentiate us from anyone else in our space.

Christ-centered + Church-driven +
Child-focused

Why it works:

- » The unique combination of 3Cs (not any one or two of the three) is what makes Compassion truly distinct from its competition.
- » Already known throughout the organization.
- » Provide clear cornerstones for messaging.
- » Church-driven: Not just based in a church, but driven by people, not just those in proximity.

Revised Differentiator “Headline” Descriptors.

Christ-centered

We believe childhood poverty is a complex economic, social, and spiritual issue, and that without the love of Jesus, there is no real freedom for children to thrive.

Church-driven

We believe the Church is God’s chosen instrument of hope to the world, and the most effective, missionally aligned human development organization on the planet.

Child-focused

We believe children are the greatest investment we can make in the future and that, given the opportunity and capacity to thrive, they can permanently break the cycle of generational poverty in their own families, communities, and nations.

Stakeholders.

Who do we serve?

A snapshot of our neighbours and what they need and want from us.

- Children & Youth
- Frontline Churches
- Workforce
- Supporters:
 - » Individual Supporters
 - » Mid/Major Donors
 - » Churches & Church Networks
 - » Influencers (artists/speakers/events/...)

Value Propositions.

What do we offer?

The functional and emotional benefits we deliver to each of our stakeholders, reflecting a balance between the aspirations and reality of what we are able to deliver.

TBD based on segmentation and persona work.

A young boy is shown in profile, smiling broadly, looking towards the left. He is wearing a light-colored sweater over a collared shirt. In the background, another person is visible but out of focus. The overall image has a dark, muted color palette.

Expression

Expressive elements that define what we say, and how we behave and sound, that are intended to guide the tone of internal and external communications and experiences.

Personality.

How do we behave?

The unifying traits we exhibit and that collectively describe how we behave.

A passionate advocate.

Why it works:

- » Captures the simplest, most powerful, descriptive persona for Compassion's overarching brand.
- » Supported strongly by voice and tone traits.

Voice & Tone.

How do we sound?

The tonal qualities that create consistency and clarity around how we speak.

Passionate: we are a vocal champion of God's heart for the vulnerable, and a challenger of others to rise up for what matters.

Loving: we are warm, inviting, & overflowing with love for life and for every neighbour we serve.

Knowledgeable: we have deep head and heart knowledge in child development and scripture that informs our words and actions.

Hopeful: we are filled with a hope that transcends circumstances and boldly share it with those we serve.

Authentic: we are open and honest about who we are (flaws and all) and what we believe and committed to speaking truth in love.

Always learning: we are engaged listeners and life-long learners who are intentional about constantly improving and growing.

Messaging Mix.

What do we say?

The core ideas and themes that define our unique story and that we most need to communicate and confirm in the minds of our stakeholders.

- » We want to help create a world in which all children have the opportunity to thrive in their God-given potential.
- » Poverty is a complex economic, social, and spiritual issue. Without the love of Jesus, there is no real freedom to thrive.
- » Thriving children are the key to realizing permanent, generational change that breaks the cycle of poverty.
- » Our role is to equip the local Church to become the most effective holistic child development organization in the world.
- » Our unique model creates local ownership, real impact, and lasting change.
- » We make sure children are **Known, Loved & Protected**.

Why it works:

- » Keys in on educating supporters on core differentiating points to showcase why one would choose Compassion over others.
- » Elevates the importance of the Church and work in the field.



The Way Forward

Key efforts underway to activate Compassion Brand.

NEIGHBOUR EXPERIENCES



Enable and inspire neighbour leaders in their efforts to design and deliver relevant, connected, life-changing experiences to all neighbours.

PLATFORM-BASED BRANDING



Bring the brand platform to life aesthetically and in communications, providing clear, actionable utilities for living out Brand within all Neighbour Groups throughout the organization.

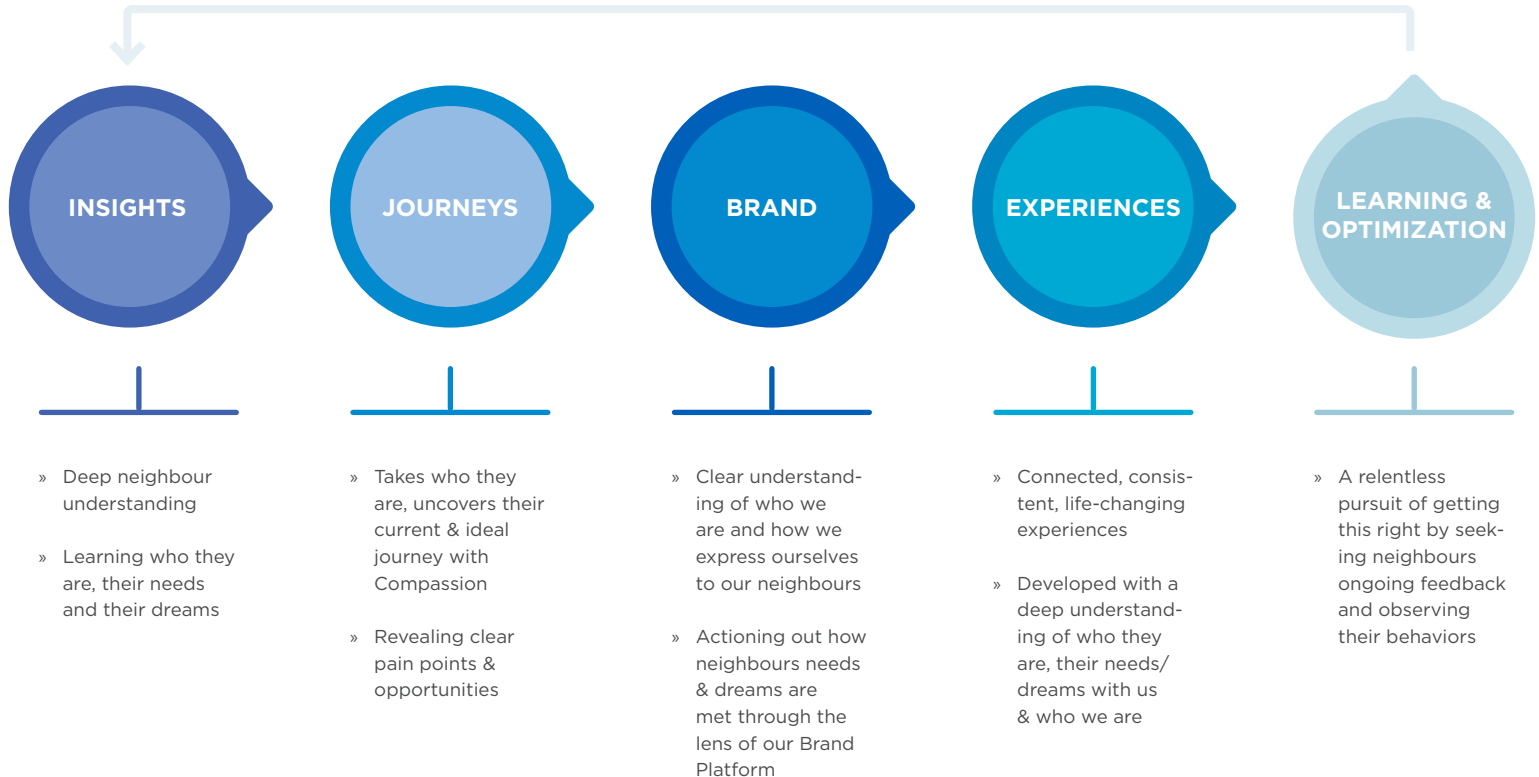
BRAND MANAGEMENT



Active Brand Management through ongoing brand health measurements, training and strong brand representation throughout the organization.

Serving All Neighbours Experiences

DRIVEN THROUGH UNITY & CONNECTION





Thank you.