

GOOD NEIGHBOR AMBASSADOR

ONE VOICE GUIDE



world relief 

INTRODUCTION

WHY **“ONE VOICE” ?**

It is vitally important for all Good Neighbor Ambassadors to share accurate and consistent information. Speaking with “One Voice” means that we share the same language, values and communication guidance used by World Relief staff and volunteers - not only in the U.S. - but around the world!

As we mobilize churches and Christ-followers across the U.S., this Guide will provide helpful principles, language, and context to help us speak with One Voice.

Please review and follow the directions in the One Voice Guide to ensure compliance with World Relief’s Brand Guidelines.

AUDIENCES

PRIMARY TARGETED AUDIENCES

- Christian Churches (includes ethnic / immigrant churches)
- Church Groups (small groups, Sunday School classes, etc.)
- Other Christian Fellowships (MOPS, InterVarsity, Bible Study Fellowship, etc.)
- Church Leaders (pastors, staff or others)

SECONDARY TARGETED AUDIENCES

- Individual Church Members
- Inactive World Relief Volunteers
- The Public (via social media)

NON-TARGETED AUDIENCES

- Non-Christian Organizations (NOTE: As a Christian organization, World Relief is focused on empowering churches and Christ followers. Although non-Christians are welcome to engage with World Relief, our primary outreach efforts are focused on those who align with our mission, vision and values)
- Schools (World Relief has other opportunities better suited for students)

PRINCIPLES OF MOBILIZATION

PRINCIPLE #1 TRANSLATE THE MISSION

The mission of World Relief is “To boldly engage the world’s greatest crises in partnership with the church.”

Therefore... translate this to your audience and the specific situation.



SAY “We partner with churches [like First Church] to serve those seeking refuge... like the refugees living in [Your Town].”



DON'T SAY “We are a refugee resettlement agency and could use your help”

PRINCIPLE #2 KNOW WHO IS SERVING WHO

The second part of World Relief’s mission is to partner with the church.



SAY “We can help your church establish a ministry to connect with and serve refugees in your community.”



DON'T SAY “We need your church to *help us* resettle refugees.”

PRINCIPLES OF MOBILIZATION

PRINCIPLE #3 OWNERSHIP

Who is best positioned to “own” the local ministry to refugees and immigrants?

The U.S. government relies on 10 official agencies (World Relief and 9 others) to manage the complicated process of resettlement. But government funding fluctuates based on a number of factors, sometimes leaving those in vulnerable situations without the resources they need. That’s why we believe the church, as a cornerstone in your community, can lead the way in serving refugees and immigrants — and it’s why the church is the heart of World Relief’s mission.

Therefore... keep the local churches and the volunteers [not World Relief] at the center. They need to OWN this.

| Avoid: “Owned by” World Relief | Prefer: “Owned by” Church/Members |
|---|--|
| “Thank you for helping World Relief to _____” | Thank you for helping the families to _____” |
| “World Relief’s program” | “The First Church program, supported by World Relief...” |
| “First Church helped World Relief to reach...” | “First Church reached 12 families with ...” |
| “World Relief, with the help of 40 volunteers...” | “40 volunteers, organized by First Church...” |
| “Help us meet our goal of...” | Set your goal of serving xx families...” |

PRINCIPLES OF MOBILIZATION

PRINCIPLE #4 FOCUS ON SERVICE

- Focus on the life-changing experience, NOT process or requirements
- Focus on simple / fun / hands-on
- Don't be apologetic about financial cost — it is a blessing to bless others
- Ordinary Christians — doing life together — seeing and loving people like Jesus

PRINCIPLE #5 CREATE A MOVEMENT

- The worldwide crisis of displaced people requires a movement within the church
- Christians and local churches want to be part of something much bigger
- Team Talk: “synergy... together... united”
- Dream Big: Encourage movement-sized goals

PRINCIPLE #6 CREATE A CULTURE

- Speak with ONE VOICE
- Make FRIENDS across cultures
- Think and talk LONG TERM
- Build loyalty like FAMILY (because we are)

SIMPLIFIED BRAND GUIDE

SIMPLIFIED **BRAND GUIDE**

MISSION

To boldly engage the world's greatest crises in partnership with the church.

VISION

We envision thriving, welcoming communities where families flourish and people experience restorative relationships with God, their neighbors, themselves, and all of creation.

VALUES

- The Example of Jesus
- The Local Church
- People
- Excellence/Continuous Improvement
- Empowerment
- Partnership
- Prayer

BRAND MESSAGE

Today, millions of people around the world are suffering as a result of disasters, extreme poverty, conflict and mass displacement. World Relief is a global Christian humanitarian organization that partners with local churches and communities to develop sustainable, locally-driven solutions to these problems. Together, we respond with compassion, advocacy and technical expertise to build flourishing communities and bring about change that lasts.

[NOTE that this description covers ALL of World Relief – both the international AND the U.S. programs. It is important to not identify World Relief as only domestic or only international in scope]

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ONE-LINER

World Relief mobilizes and equips churches and communities around the world to create change that lasts.

HISTORY

World Relief was founded in the aftermath of World War II in response to the urgent humanitarian needs of war-torn Europe. Since then, for over 75 years, across 100 countries, World Relief has partnered with local churches and communities to develop sustainable, locally-driven solutions to some of our world's greatest problems.

Learn more at www.worldrelief.org

VOICE

Our Brand Voice is like World Relief's personality. It represents our unique perspective and the values we stand for. Our brand voice should always be consistent and authentic.

It is reflected in:

- the words we use,
- the language we choose,
- the tone we strike,
- the stories that we tell,
- the experiences we create,
- and the interactions we have with our target audiences.

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VOICE

Compare these different “voices” you can use when inviting churches to help refugees and other immigrants in your community:

OUR BRAND VOICE IS:

- **Christ-Centered:** Faithful, dependent, trusting, prayerful
- **Vibrant:** Passionate, active, evocative, resonant
- **Bold:** Courageous, uncompromising, resolute heroic
- **Thoughtful:** Experienced, expert, nuanced, discerning
- **Best-in-Class:** Authoritative, leading, proven, recognized
- **Trusted:** Credible, respected, reliable, legacy
- **Approachable:** Welcoming, accessible, humble, down-to-earth

OUR BRAND VOICE IS NOT:

- *Dispassionate*
- *Academic*
- *Jargony*
- *Flippant*
- *Humorous*
- *Casual*



OUR VOICE:

Extend your church’s compassionate embrace to refugees by providing welcome, support and a beacon of hope in their time of need.

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NOT OUR VOICE:

Dispassionate: Among other global trends, the number of displaced persons has increased recently.

Academic: Empirical evidence and humanitarian principles indicate a demand for increased support and protection for refugees.

Jargony: Urgent appeal for the implementation of comprehensive R&P assistance mechanisms to mitigate displacement-induced distress and foster socioeconomic inclusion in host communities.

Flippant: I know there's a zillion causes, but let's lend a hand to those awesome refugees and make the world a better place for everyone!

Humorous: Time to show refugees some love and laughter — let's help them find new homes while learning some refugee camp jokes!

Casual: Hey peeps! Go help a refugee find some new digs — be the difference!



YOUR UNIQUE VOICE:

While we encourage you to lean on World Relief's voice, this does not mean you can't speak personally from the heart --- in fact, that is often the best way to mobilize people in your own circle! Think about what moves your heart and inspires you to serve and share that with others.

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STORYBRAND

We follow this “StoryBrand” formula for telling stories:

Character with problem > meets Guide > who gives plan > call to action = success!

Two common scenarios you may face as a Good Neighbor Ambassador and how to tell the story:

1) Church has a problem

- **The Problem:** Our members are not growing in their faith — or leadership — due to a lack of hands-on ministry opportunities where they can put their faith into practice.
- **Guide:** World Relief
- **Our Solution:** We can help your church members grow in their faith and leadership by building a ministry with the local refugee community.
- **Call to Action:** Get started by learning about Good Neighbor Teams.

1) Christian has a problem

- **The Problem:** I’m concerned about the refugees who are moving into our community. I want to help but don’t know how.
- **Guide:** World Relief
- **Our Solution:** By using our tools and resources, you can learn more about refugees and get involved in their lives.
- **Call to Action:** Get started by joining a Good Neighbor Team.

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ETHICAL STORYTELLING

World Relief seeks to honor the dignity of others through ethical storytelling. To maintain the highest level of integrity, a Media Consent Form is required for any media (ex. photos or videos) and biographical information (ex. names, identifying information) used to share stories of transformation.

General Guidelines

- Ask your refugee friends if you have permission to share their story
- It is best to avoid names - or don't use real name
- Tell the whole story accurately to reflect the context
- Dignify the person by not telling details he/she is uncomfortable sharing
- Don't exaggerate the story, sensationalize, etc.
- When the Media Consent Form is required (published in writing, use of photo, etc.) consult with your Ambassador Coach
- Learn more by taking the ["Ethical Storytelling" Workshop Course](#)

SOCIAL MEDIA

Ambassadors are NOT required to engage in social media promotion. However, we also recognize that you may be active on social media and it can be a great way to share your experiences and connect with your community.

With that in mind, please adhere to these guidelines:

The digital content in your Ambassador's Toolkit is approved to post to any of your personal social media channels that qualify. Edits or other content are not allowed without approval.

To share "awareness building content" please follow World Relief national and local social channels to re-share any content at the maximum recommended frequencies.

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SOCIAL MEDIA

Required Disclaimer

World Relief supports the participation of Ambassadors in networking and the exchange of ideas. However, as a volunteer of World Relief, your online presence may be viewed by some as officially representing the organization.

When posting World Relief digital content on social media accounts of any kind, **you should therefore include the following disclaimer** in your bio:

The posts on this site are my own personal opinions. They do not necessarily represent the views and opinions of anyone else or any organization.

Qualifying Channels = Commitment to World Relief's Values

For each channel (TikTok, Facebook, etc.) on which you share World Relief digital content, you commit that all other content posted on the channel is consistent with World Relief's VALUES. If there is inappropriate content (bad language, vulgar jokes, etc.) that is inconsistent with our VALUES, there is a risk of dismissal from your Ambassador role.

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SOCIAL MEDIA

Personalizing Posts

We encourage you to personalize your posts with a brief personal note, emphasizing your own experiences as a Good Neighbor Team Member (or other World Relief volunteer role).

Your comments should:

- Be consistent with World Relief's mission, values and voice
- Follow the One Voice Guide for Ambassadors
- Be consistent with your role as an Ambassador
- Be free of political commentary or judgement
- Be positive and non-divisive

Your replies to others' comments or questions should also:

- Be brief but accurate
- Reflect World Relief's values
- Refer readers to your World Relief office if your not 100% sure about a subject

Reader commentary that becomes abusive or exceptionally negative should be removed from the discussion thread. You are responsible for monitoring the content of you post.

Use Official Hashtags:

#WorldRelief

#ChangeThatLasts

#GoodNeighborTeams

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SOCIAL MEDIA

Platforms + Frequencies

Keep these audiences and recommended posting frequencies in mind.

Click channel names to access and follow each.

- **Facebook** — Largest social platform. Most widely used by the most diverse audience. Wide range of kinds of content with a heavy leaning towards linked content. 1 post/day.
- **Instagram** — Users are younger, with about 70% falling into the age group of 13-34. Photo- and videocentric. 1 post/day.
- **LinkedIn** — Users with a business profile looking to connect with other professionals or potential employers. Article and thought-post centric. 4 posts/week.
- **Threads** — Similar to X (Twitter). Log in using your Instagram account and posts can be up to 500 characters long and include links, photos and videos up to 5 minutes in length.
- **Youtube** — Platform with the second-highest amount of monthly active users. This platform is intended for longer-form videos (5 min+). Only share from World Relief's channel. Do not copy World Relief content onto your own channel.
- **X (formerly Twitter)** — Re-share World Relief's posts with your comments.

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MEDIA AND PUBLIC RELATIONS

Ambassadors may not directly engage media outlets (radio, TV, print, other) without express authorization.

If you know of a media interview opportunity, please communicate it with your staff supervisor and/or office director. They will follow up on the opportunity with our national PR firm. If it is determined that it is appropriate for you, as an Ambassador, to be interviewed, the PR firm will provide coaching and scheduling for the interview, etc.

VISUAL BRANDING

In your role as a Good Neighbor Ambassador, you should not encounter a need to produce new materials, or need the World Relief logo, official colors, etc. However, if you do have a need, please communicate it with your staff supervisor.

Under no circumstance should you “cut and paste” the World Relief logo, photos or any other official content from either the website, printed or digital resources to create original content of your own design. Likewise, please do not edit any existing resources, print on colored paper, etc.

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VOLUNTEER IDENTITY

Please always refer to your role using the official title “Good Neighbor Ambassador.”

Do not abbreviate as GN Ambassador, GNA, Ambassador, etc.

Also, please do not intentionally confuse your volunteer role with a staff role. For instance, do not add the World Relief website or phone # to your email signature, etc.

PREFERRED TERMINOLOGY

These are a few common terms within the Good Neighbor Program (and other volunteer roles) where we have identified a preferred and not preferred option, with explanations.

| Preferred Term | Not Preferred | Reason |
|--|----------------------|---|
| Christian | Evangelical | Not all Christians or Churches use the evangelical label |
| Refugees and other vulnerable immigrants | Aliens, Foreigners | Negative connotations. Not all immigrants are vulnerable. |

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PREFERRED TERMINOLOGY

| Preferred Term | Not Preferred | Reason |
|-----------------------------------|-----------------------------|--|
| Local [World Relief] Office | Local Chapter, Affiliate | World Relief is not organized by chapters or affiliates |
| Those experiencing poverty | Poor People | Negative connotations |
| Developing Country | Third World Country | Some perceive "third world" as less important, thus offensive |
| Good Neighbor Team | GNT | Always avoid acronyms |
| [Specific Title] | Volunteer | "Volunteer" does not provide any specifics about the role |
| Church Members | Laity/Parishioners | "Church Member" is most generic. Each denom./tradition has its own church jargon |

NEXT STEPS

Thanks for reviewing the One Voice Guide. Your next step will be to schedule a training session with your Ambassador Coach. And review other resources in your online Toolkit. Soon you will be making a huge impact as a Good Neighbor Ambassador!