

Message box

What is this tool?

This tool helps programme staff concisely and consistently communicate “who we are” as World Vision to community members and potential partners. It has a central message about World Vision’s identity and supporting messages based on the programme’s unique context. This tool is an internal document used to develop messaging with external audiences. This exercise is conducted internally with World Vision staff.

objective

To develop messages that will communicate World Vision’s local identity to various stakeholders

product

The message box – a one-page document describing World Vision’s local identity using consistent and mutually reinforcing messages

who facilitates

Team leader

who participates

World Vision programme team, and if possible national office strategy team

time span

approximately 4 hours, up to 1 full day

materials

- LEAP Assessment report
- notes from Who We are Here exercise
- national office strategy
- Exploring Perceptions summary
- Sponsorship Feasibility and Risk Management summary

note

Once the message box has been created, additional message boxes can be developed for use with a specific target audience, or for a specific purpose. For example, a secondary message can become a central message to create a new message box for a specific purpose or audience.

Introduction

The process of developing the message box also provides an opportunity for team consensus building and reflection about World Vision’s local identity in the programme context.

When creating the message box, don’t worry about creating messages for a specific audience. Once this message box is created, additional message boxes can be created for specific purposes and target groups.

Recommended Process

As a group, review the findings from the **LEAP Assessment** report.

Second, review the conclusions discussed as part of the **Who We are Here** exercise, specifically in relation to the national office strategy.

Third, review the summary of findings from the **Exploring Perceptions** exercises and from the **Sponsorship Feasibility and Risk Management** exercise for perceptions of Child Sponsorship.

Four, review previous discussions, from the **Who We are Here** exercise, about World Vision’s global identity,

Following this review, as a group, create a message that answers the question “who are we?” for each of the four primary questions:

- What is World Vision’s global identity?
- How does this programme support the national office strategy?
- What does the community most need to hear about World Vision?
- How might the programme respond to the assessment findings?

Use the diagram on page 3 as a format for developing your message box.

After the four primary messages have been created, divide the participants into small groups.

Use the secondary questions provided under each primary question to develop three to four secondary messages for each primary message. Develop messages that respond to the conclusions identified in the review above. For more detailed guidelines on sponsorship messaging see the **Child Sponsorship Messaging Guidelines**.

The Message box has a logical flow. Each primary message should reinforce the central message in the center of the Message box. Each secondary message should reinforce its primary message.

After developing the secondary messages, come together and share the messages with the entire group. Discuss and refine the messages as needed.

Once the Message box is drafted, ask for a review by the zonal and national office to ensure consistency with other messaging.



Tips for Facilitators

- All messages can be developed together or in small groups at the facilitator's discretion. However, with larger groups, it may be best to break into small groups.
- Facilitators should emerge naturally based on experience. For example, the person who led the community perceptions research could facilitate the group developing messaging around that topic.
- Statements in the Message box should be simple and clear. Try to keep statements to one sentence each.
- The messages under "World Vision's Global Identity" will change very little from country to country.
- Remember, conversations about financial resources should not enter into the conversation with stakeholders and potential partners until later in the Critical Path (Step 6, "Who will contribute what?").

The Message Box

Primary Question

What does the community most need to hear about World Vision?

Secondary Questions

- Develop a message that combats the most detrimental perceptions or explains how WV programming has changed.
- Develop a message that reinforces positive perceptions.
- What should be communicated about sponsorship?
- Develop a message that reinforces partnering.

Primary Question

What is World Vision's global identity?

Secondary Questions

- Concisely state World Vision's Integrated Focus.
- How do we work?
- What is World Vision's ethos?
- Express World Vision's Christian identity.

Central Message

World Vision is a Christian organisation that seeks to work effectively with partners toward the sustained well-being of children within families and communities - especially the most vulnerable.

Primary Question

How does the programme support the national office strategy?

Secondary Questions

- What target segments might the programme work with?
- What target ministries might be prioritized?
- How might this work best be funded?

Primary Question

How might the programme respond to the LEAP programme assessment findings?

Secondary Questions

- How will relationships be fostered with potential partners moving forward?
- Who are some of the most vulnerable groups and how might they be reached?
- How might the programme engage social groups to respond to the key child well-being issues that emerged from the assessment?