



UNSEEN

MAPPING YOUR MESSAGE

Finding a Simple Thread in Your Complex Mission



Today's Conversation

Agenda and Worksheet

Messaging Values

A look at two routes:

- Unseen Story Arc
- XYZ Statement

Wrap-Up and Next Steps

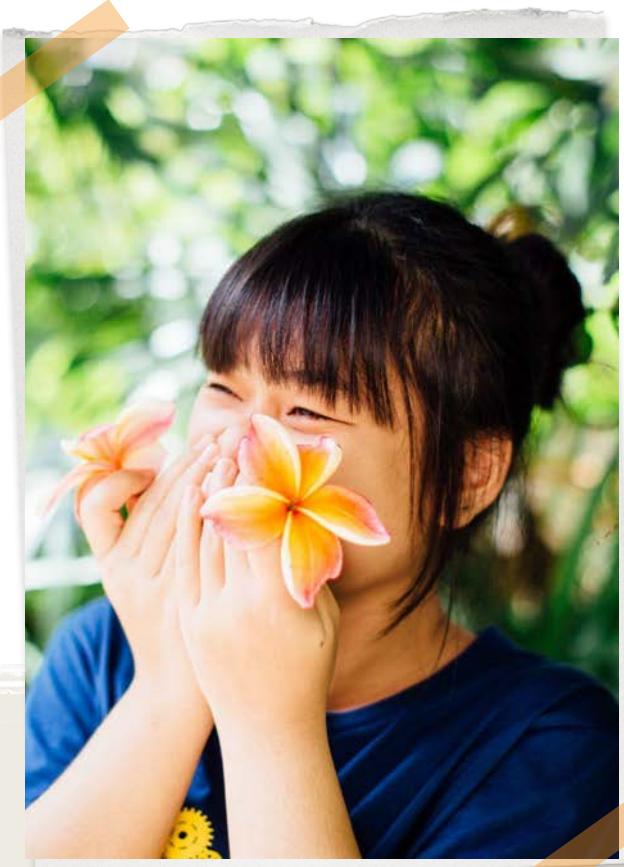
MESSAGING VALUES

Consider language that:

- Portrays survivors/beneficiaries with **dignity** and **strength**
- Adheres to ethical storytelling practices
- Leans toward **hope** and **realism**, vs sensationalism and darkness
- Is donor-centric vs org-centric

We believe fundraising is about relationships!

We want you to build a committed and educated team of donors who are with you for the long term.



A woman with dark hair and a purple patterned shirt is smiling and working on a sewing machine. A colorful, patterned fabric is in the foreground. The background is slightly blurred.

UNSEEN STORY ARC

A way to organize the important pieces of your message,
so someone can quickly understand your work.

Where does the Story Arc come from?

Monroe's Motivated Sequence



UNSEEN STORY ARC

PROBLEM



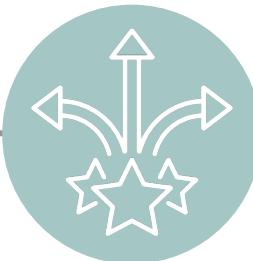
Spark of
Hope

SOLUTION



History of
Success Goals for
the Future

CALL TO ACTION





Opportunity builds pathways to freedom.

Info Card Example

Joy to the World Thailand prevents human trafficking by supporting vulnerable hill tribe communities with:


Education & Leadership Skills


Sustainable Employment


Discipleship & Outreach

For over 20 years, Joy to the World has been serving people in northern Thailand. We've seen over 90 women and men rise up as change agents, and hundreds of lives transformed through our community outreach programs.

In the next 2 years, we aim to:

- Expand the college leadership program to three top universities in Chiang Mai.
- Create income opportunities for 26 new families through our fair trade business initiative.
- Support 12 more villages with discipleship, workshops, and trafficking prevention education.



Join us in creating new opportunities for lasting change!
joytotheworldthailand.org



PROBLEM

What overarching problem
are you trying to solve?



Consider

- This is your **WHY**—the **reason** you exist.
- An attention-grabbing, credible statistic or statement.



PROBLEM

What overarching problem are you trying to solve?



Extreme poverty is one of the **top three drivers of human trafficking worldwide.**^{*}

In northern Thailand, limited access to education and resources keeps many hill tribe communities trapped in cycles of poverty – leaving families vulnerable.

^{*}Reported by UNICEF


JOY TO THE WORLD
THAILAND



→ SOLUTION

What are you doing to address the problem?

Consider

- This is your **WHAT** and **HOW**—a summary of your day-to-day programs.
- It should relate directly to your problem statement.
- List your *main 2-3* programs or categories of work.

→ SOLUTION

What are you doing to address the problem?

Joy to the World Thailand prevents human trafficking by supporting vulnerable hill tribe communities with:



Education & Leadership Skills



Sustainable Employment



Discipleship & Outreach





Spark of Hope

If the problem is so big,
why should I keep listening?

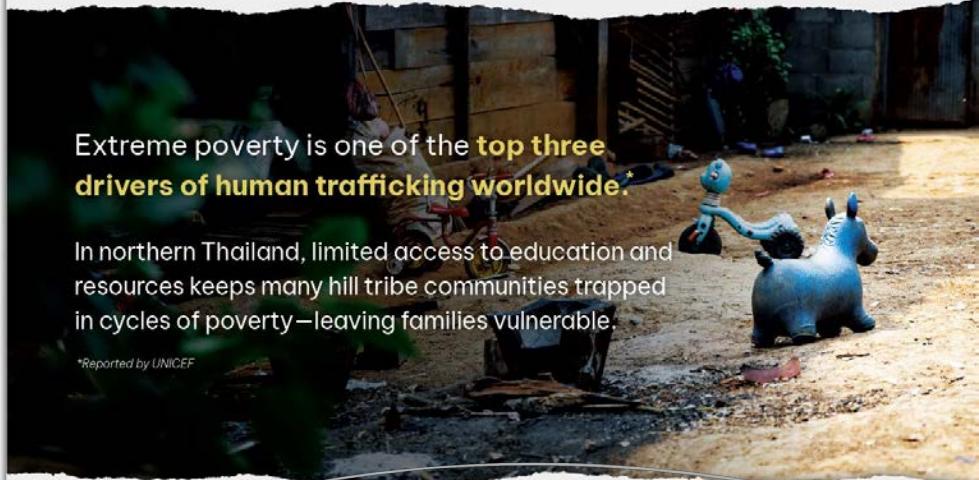
Consider

- This is a **hopeful bridge** between problem and solution (i.e. this is *not* your solution).
- “We believe...” “But...”
- Useful as an art piece in design.



Spark of Hope

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Opportunity builds pathways to freedom.



History of Success

What can increase people's confidence in your work?

Consider

- What highlights your org's **experience**? (e.g. founding date, impact numbers)
- Summary of your impact in **total numbers**, tied directly to your programs
- A story or testimonial



History of Success

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Goals for the Future

What will happen if others get involved?

Consider

- What you're planning in 1-5 years.
- Concrete, **measurable impact goals**, tied to beneficiaries.
- Instill confidence that donor dollars will be used well.



Goals for the Future

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- Expand the college leadership program to three top universities in Chiang Mai.
- Create income opportunities for 25 new families through our fair trade business initiative.
- Support 12 more villages with discipleship, workshops, and trafficking prevention education.



Goals for the Future - Examples

Broad Vision:

By 2030, we will bring **freedom, justice, and restoration** to over 100,000 men, women, and children suffering extreme injustice, and strengthen the capacity of over 100 justice partner organizations.

Program Expansion:

Looking Ahead: Grow academic program to two classrooms with full-time teachers; Increase job coaching and work study program for all academic students; Extend summer social enterprise into a year-round program; Provide full scholarships to at-risk students in the community.

Growth Per Year:

Double the capacity at a larger safe house, serving an additional 60-100 women each year.





CALL TO ACTION

What specific things can people do to help?

Consider

- **Make it clear** what you want donors to do.
- Narrow down to 1 CTA per marketing piece.
- Provide the gift of psychological relief.
- Invite them to join you in solving the problem.

CALL TO ACTION

What specific things can people do to help?



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Sustainable Employment



Discipleship & Outreach

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Opportunity builds pathways to freedom.

Putting it all together!

Joy to the World Thailand prevents human trafficking by supporting vulnerable hill tribe communities with:

- Education & Leadership Skills
- Sustainable Employment
- Discipleship & Outreach

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The Story Arc in One Paragraph

① For a survivor of sex trafficking, freedom isn't simply distance from their trafficker. 80% of victims will be re-exploited due to lack of sustainable employment. ② We believe every woman should live a life of true freedom. ③ We provide holistic reintegration through education, trauma-informed care, small business training, and economic independence. ④ Since 2011, we've impacted over 100 people in Mozambique, Uganda, and Mexico. ⑤ Looking ahead, we'll double the number of women served in the next 3 years by... ⑥ Together, we can expand employment opportunities for survivors. Join Us!



XYZ STATEMENT

A Conversation Starter

“We help **X** by **Y** so they can **Z**.”

“We help **(x) anti-trafficking & root cause organizations**
(y) accelerate their growth so they can **(z) help more people.**”

X - Who do you help?

Y - How do you help them?

Z - What are the end results?

We help _____ by/to/through/verb _____
so they can _____.



X - Who do you help?

Who benefits from your work as the **end** result?

- Briefly describe your main beneficiaries in 3-7 words
- Examples: Women who have been trafficked or exploited, teenagers who are at-risk, children who are living on the streets
- **Unseen's X:** anti-trafficking and root cause organizations



Y - How do you help them?

What is the summed up **solution** for helping your who in 3-7 words?

- These are your main programs or overarching categories
- Examples: providing education, aftercare, vocational training
- **Unseen's Y:** accelerate their growth



Z - What are the end results?



This is your **overall goal** for your beneficiaries in one phrase (5-10 words).

- This is the *reason* you are doing your work. It can be broad!
- Examples: Live lives of freedom; Change their future; Break free from cycles of poverty and exploitation
- **Unseen's Z** is very simple: help more people



XYZ Statements

We help survivors of sex trafficking **by** offering reintegration services and sustainable job opportunities **so they can** live a life of choice and never have to rely on another nonprofit again for survival.

We help survivors of sex trafficking **reintegrate** into society **so they can** live lives of freedom.

We help at-risk women **to** gain vocational skills **so they can** provide for their families.

We help Florida's at-risk youth **through** education and vocational & life skills training **so they are** no longer vulnerable to trafficking and destructive lifestyles.



What is your **XYZ** statement?

We help _____ by/through/verb _____
so they can _____.

WRAP-UP & NEXT STEPS

Lingering Questions

Mapping Your Message Worksheet

Due: January 10

Next Project: Info Card

Launch date: February 10





THANK YOU

“...among its other benefits, giving liberates the soul of the giver.”

- MAYA ANGELOU