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# Clarity Sessions

Purpose | Position | Powerful Message



**Good Shepherd  
Love**

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# Purpose



## Purpose

### Why is it important?

Purpose is the fuel for vision. People make decisions based on emotion, not logic. So if there is no purpose, then people don't come to work, they don't work hard, they don't get creative, etc.

## Mission

### Why is it important?

The mission is what fires up the troops from an emotional level. When people get frustrated with work and drama and deadlines, money is not what inspires them to keep going. Mission is. People admire purpose but buy-in to mission. Then they *chase* vision.

## Vision

### Why is it important?

Vision is the barometer that lets us know if and when we achieve our goals of creating opportunities for coaches and their families. There has to be a vision to chase so that we know if our strategies, tactics and time are matching our desire.

# Purpose

(The reason we come to work)

**We love and support boys in Haiti so they have a family and an identity in Christ to carry them through this life.**



## APPLICATION

Any time you make a decision about where to take the ministry, it needs to align with this statement. If an activity, for example, is not helping boys become part of a family or giving them a Christ driven identity, then it may not be a fit.

**Ex:** You decide to start raising money to build buildings in Haiti. This may be a huge need, but it doesn't fit with Good Shepherd's Love and the purpose.

# Mission

(How We Are Doing It)

**At Good Shepherd Love we see 1000's of homeless boys in Haiti struggle to meet their basic physical and emotional needs. So we adopt boys and give them the love, support and education they need to become changemakers. We know that when boys are raised up in Christ they can change the world around them.**



## **Key Characteristics:**

1. Personal involvement
2. Take ownership
3. Heart to give or charitable



## **Critical Actions:**

1. Raise money
2. Find next set of boys to adopt
3. Make space and prep



## **APPLICATION**

This should really drive your communication in-person, in online communication, and on social media. People need to hear your mission over and over for two reasons:

- 1 They will forget
- 2 People support consistency

Building all outreach and communication from this filter will keep you consistent and confident to those around you.

# Vision

(What it Will Look Like When We Get There)

**At Good Shepherd Love we believe raising up boys in Christ is one of the best ways to improve the future of Haiti. The future of any country belongs to the leaders we are bringing up today.**

**When a homeless boy is taken in and given love, affection and an education they blossom into an instrument for God. The simple act of housing and supporting a child unlocks unlimited potential for them.**

**We provide a family environment and a focus on Christ centered education for homeless boys so that the future is bright for these boys and the country of Haiti!**



## APPLICATION

Your vision is what you want the future to look like. Just like the Purpose of your organization, the vision should drive decisions about what money goes to and what future projects look like.

Don't forget to look at all three of these items routinely, as they will guide your decisions with God leading the way.



# Purpose Plan

- 1 Quirk will use the Purpose, Vision and Mission to filter all writing activities moving forward (website, emails, PDFs, etc).
- 2 Good Shepherd Love will review and approve the document and start using this language with their own teams and fund raising efforts.
- 3 Together we will raise the awareness of the critical need and amazing solution Good Shepherd Love provides.

# Position



## **Competitive Alternatives**

If you didn't exist, what would customers use?



## **Key Unique Attributes**

What features/capabilities do you have that alternatives do not?



## **Value**

What value do the attributes enable for customers?



## **Customers That Care**

Who genuinely cares about that value?



## **Market You Win**

What context makes the value obvious to your target segments?





# The Process



## Competitive Alternatives

### Orgs

Local church  
World Vision (Larger orphan ministries)  
Specific families  
Rotary Club

### Events

Similar disasters  
Transference of skills (electrical, construction)

### Common characteristics of 'competitors' people give to:

People that I know  
See things happen (things changing, productive)  
Personally involved





## Key Unique Attributes

- **Good Shepherd Love org is native to and located in Haiti**
- **They only take Orphan boys (no parents/no single parent)**
- **Schooling for a trade (kids leave with a trade)**
- **Leave with a specific set of skills**
- **No off ramp by age (leave when they are equipped) \*big difference**

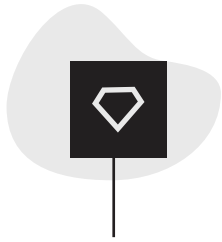
Coaching, resources for backend placement done well

- **Well rounded Christian education**
- **The Founder is living with the orphans \*another big difference**

The family is fully involved and lives at the home  
Family oriented

- **Children's home, not an orphanage**

They aren't called orphans, they are the kids



## Value

### Competitive Alternatives

### Key Attribute

### Value it Provides

People that I know

-----

Personal fulfillment, long term impact, international involvement, tangible effect, promote interest in other charity, share/brag about giving

See things happen (things changing, productive)

Quality education, Christian education, trade skills, no off ramp

Good results quickly, builds trust, value in my donation (\*partnership), see real world difference, the story arch plays out - connect the dots between big picture goals

Personally involved

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Relationship, a place of belonging, contribution, fulfillment, int'l experience/exchange, cultural travel itch, community connection and momentum





## Customers That Care

### **Customers that care a lot:**

Christians, commonly men on a ministry team

Orphans themselves

Families have given as a whole

Who is the common giver in 2020?

People who know the ministry, people involved with the ministry, people who want to give someplace effective.

### **Niche:**

No particular niche other than Christians

### **Characteristics:**

Charitable

Christian

### **What attributes they care about most:**

Thank you card, gratitude for donations, pen pals, seeing project updates and the work completed. Getting updates on kids.

### **What would a perfect solution be like?**

Find out about the need before a commitment. See where the money went and how it finished up.

Specific project, specific child with consistent touch points and communication so they know how it's going. Then occasionally ask for the next thing to give to. Bring people along the journey.



## Market You Win

### **What things make the customers that care come looking for you?**

We talk to them in person or at churches  
They have been on a mission trip  
They have relatives that have been involved with the ministry

### **What are the triggers in their life that you want to be there to help them overcome?**

When they are asked directly  
Seasonal giving (Christmas, etc)  
After they have been on a mission trip they are open to giving

### **Possible Triggers:**

Mission trips  
Presentations at churches

### **Contextual Phrasing: (We are the Netflix of Christian Movies for example)**

Not a really easy one to point at



# Homework

What value (key attribute) matches up to the pain they feel in each of the above scenarios?

# Powerful Message



## BRANDSCRIPT

### A CHARACTER

#### What do they want?

I want to contribute my finances and my time to an organization that helps children.



### HAS A PROBLEM

#### External:

There are so many options, I don't know where to begin.

#### Internal:

I'm nervous that I will not find an organization I can partner with the way I desire.

#### Philosophical:

Giving of your time and finances to help children should not be so difficult.

You deserve to create your own donation pathway to support children.



## AND MEETS A GUIDE

### Empathy:

Like you, we always want to be available for the right opportunity to give so that others can have their needs met, especially children.

### Authority:

That's why for over 30 years, we helped hundreds of young boys in Haiti experience a childhood full of love, encouragement, and support.



## WHO GIVES THEM A PLAN

### 1. Sponsor A Child

Through your monthly financial sponsorship, not only will you help provide tangible needs to young Haitian boys, but you will also be able to relationally be a part of their journey.

### 2. Get to know your child(ren)

Once you've created your sponsorship profile, you will receive a "Good Shepherd Love Welcome Packet". This is a resource that contains information about the specific child(ren) you are supporting each month. Take the time to get to know them... you can even send them a note!

### 3. Watch Them Grow

We don't believe that your support is just a transaction... it's a relationship. You will receive monthly updates and letters about your sponsored child(ren).



## AND CALLS THEM TO ACTION

### Direct:

Sponsor A Child

### Transitional:

- Register: Monthly Welcome Webinar
- PDF: Giving is not Transactional - 5 Tips to ensure your generosity makes a lasting impact.
- PDF: Relief vs. Restoration: How You Can Help Without Hurting Others.



## THAT ENDS IN SUCCESS

- Understand who they are created to be.
- Opportunity to become a Christ follower and know Jesus.
- Able to interact socially with others.
- Part of a family can call them a "son".
- Experience freedom from things that hold us back from what God wants.
- Understand God's unique purpose.
- Make a difference in the lives of Haitian boys.
- Sense of fulfillment.



## THAT HELPS THEM AVOID FAILURE

- Orphanage does not have what they need to help the boys.
- Missed out on opportunity to help others and make an impact.
- Lack of fulfillment.

## CHARACTER TRANSFORMATION

I am unsure of how I can contribute to the world around me. When I give, it feels transactional.



I am leading the way through generosity by helping children who need financial and relational support.

## One Liner:

There are young boys in Haiti that don't have hope. They're not in a safe environment and do not have access to resources that help them grow into spiritually and emotionally strong men. Through the Good Shepherd Love Partnership Program, we provide financial and relationship support to those young boys through monthly sponsorship opportunities. These sponsorships will give them everything they need to become healthy young men who will lead their families and communities.

## Narrative:

At Good Shepherd Love, we know you want to lead the way through generosity by helping children who need financial and relational support. In order to do that, it is crucial that you connect with a group that is helping children in tangible ways that also supports their emotional, spiritual, and social wellness.

You've spent hours looking for that organization only to end up feeling that your efforts are being wasted. Finding a clear pathway to support children should not be so difficult. Like you, we strive to be available for the right opportunity to give so that others can have their needs met, especially children. That's why for over 30 years, we've helped hundreds of young boys in Haiti experience a childhood full of love, encouragement, and support.

We'd be honored for you to join us.





# Here's how it's done:

## 1 **Sponsor A Child**

Through your monthly financial sponsorship, not only will you help provide tangible needs to young Haitian boys, but you will also be a part of their lives relationally.

## 2 **Get to know your child(ren)**

Once you've created your sponsorship profile, you will receive a "Good Shepherd Love Welcome Packet". This is a resource that contains information about the specific child(ren) you are supporting each month. Take the time to get to know them... you can even send them a note!

## 3 **Watch Them Grow**

We don't believe that your support is just a transaction... it's a relationship. You will receive monthly updates and letters about your sponsored child(ren).

So Sponsor a Child.... and in the meantime, download the PDF, "Relief vs. Restoration: How You Can Help Without Hurting Others." So you can finally be part of a long lasting opportunity that helps change the lives of young boys in Haiti.