



Compassion International

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Writing for Public Relations - Final Portfolio

PREL 230

Biola University



Table of Contents

Who is Your Client?.....	2
Planning Sheet	3
Press Release	5
Organizational Feature.....	7
Transmedia News Package.....	10
Appeal Letter.....	13
Flyer.....	15
Broadcast Script.....	16
Speech.....	17
Boilerplate.....	19

Compassion International

Who is Your Client?



After an exceptional amount of time weighing my options for my client portfolio, I have finally decided on the nonprofit organization, Compassion International, for my project. I briefly considered analyzing an organization outside of my concentration, but decided against it. Nonprofit organizations are the most obvious choice for someone with my background, but I'm still open to other possibilities at this point in my academic journey. For my portfolio I focused primarily on evangelistic associations simply because I fail to see a more important cause than bringing people to Christ. However, of all the Christian nonprofits I researched, the ones that seemed to be making the greatest impact were the ones who performed some other kind of service in tandem with sharing the gospel. Of these groups, the one that stood out the most was Compassion International. They are an organization that facilitates sponsorship of children in poverty. They are akin to World Vision, but I wanted something slightly less well-known. However, they do make headlines and have a substantial online presence. I would hope my writing could help them gain more exposure and stand out from among the staggering amount of nonprofit organizations there are in the world. Compassion International represents itself well in the online world as well as on social media. They are an organization that I would be honored if I ever got to work with someday.



Public Relations Situation

- Former President George H.W. Bush secretly sponsored a child from the Philippines for 10 years through Compassion International.

Analysis of Key Publics

1. Christians and church attendees -
 - Show love and care for those in need
 - Support for a distinctly Christian organization
2. Republicans and right-leaning Americans
 - Awareness of an organization utilized by a beloved former president
 - Give like George H. W. Bush did
3. Philanthropists and charitable donors
 - Form relationships while giving financial aid
 - Fund an organization trusted and endorsed by a famous US president
 - Help to combat childhood poverty

News Pitch

- For over a decade, the former President George H.W. Bush sponsored and corresponded with a Filipino child through Christian organization, Compassion International.

Benefit Statement

- Compassion International makes it easy for you to send help to children in impoverished parts of the world; you can build a relationship with someone in need just like the President.

Tone of Message

- Communication of this message should be light, heartwarming, and encouraging. It should make audiences aware of a previously-unknown and precious part of history while encouraging them to do the same as George H.W. Bush.

Intended Outcomes

- To tell audiences about the President's involvement with Compassion Intl.
- To create awareness of Compassion Intl. and its global mission
- To encourage audiences and publics to sponsor impoverished children

Action Statement

- Inviting publics to sponsor a child through Compassion International the way George H.W. Bush did.

Readability Range

- A grade level of 9-11 would make this information accessible to key publics
- Key terminology for this organization: sponsorship, impoverished, compassion

Compassion International

Press Release



George H.W. Bush Secretly Sponsored Child for 10 years through Compassion International

The former president supported an impoverished Filipino child using a pseudonym for over a decade

COLORADO SPRINGS, Colo. - February 11, 2019 - Reports have recently surfaced detailing the former President George H.W. Bush's secret sponsorship of a child from the Philippines. Sources say he had sent money and written letters to a young boy named Timothy with help from a Christian charitable organization.

Compassion International is a non-profit organization that seeks to provide aid for impoverished children in countries across the globe through child sponsorship. They offer an online program through which donors can choose to sponsor a child abroad. Sponsors are encouraged to send letters along with their donation; this is something the former president put into practice.

To find out more about Compassion and their mission, visit compassion.com for more details.

The former president was able to correspond with Timothy under the pseudonym "George Walker". He was unable to reveal his true identity as this would put the child at risk. This information has just recently been made public due to the president's passing last November.

George H.W. Bush began his sponsorship 2000 while attending a Christian concert. After his death, representatives from Compassion traveled to the Philippines to personally tell Timothy that the man who had sponsored him was, in fact, a former U.S. president. Timothy was reportedly "dumbfounded" and fondly remembered his former

penpal, but had no idea who he actually was. Timothy commented, “I will forever be grateful that I have been a part of Compassion’s program. Having President Bush as a sponsor was a huge bonus. Wow, I still can’t believe it. Imagine, of the millions of children Compassion sponsors, I was chosen by the president of America to be his sponsored child from many miles away.”

About Compassion International:

Founded in 1952, Compassion International is a Christian child development organization that works to release children from poverty in Jesus’ name. Compassion revolutionized the fight against global poverty by working exclusively with the Church to lift children out of spiritual, economic, social and physical poverty. Its child sponsorship program has been validated through independent, empirical research.

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Compassion International

Organizational Feature



Perseverant Grace

Nineteen years ago in rural Rwanda, a precious baby girl named Grace was born. She had one arm and no legs, but that didn't stop her parents from adoring her. Her mother called her a gift from God, and they considered her to be a beautiful blessing from God. The people of her village, however, were more suspicious of baby Grace. They pressured the couple to abandon their newborn daughter, but Grace's parents refused. As a result, Grace's father was murdered by a band of thieves sent by his own brothers. Grace's mother had no choice but to take Grace and her four siblings and flee across the border into Uganda.

We know from history that the suffering of children and innocents is not restricted to one time or place, however. During the height of the Korean War, almost 65 years ago, a pastor was sent from the United States to the battlefield to minister to troops stationed there. His name was Reverend Everett Swanson, and the misery he would witness in Korea would change his life forever. The streets of the war-torn country were full of starving, freezing, and dying orphaned children. The overwhelming amount of anguish and injustice moved Rev. Swanson to later return to Korea, this time armed

with donations from American churches, and set up orphanages to provide for the basic needs of Korea's poorest and most vulnerable population. This quickly grew into a thriving nonprofit organization that grew exponentially over the next few decades, expanding into countries all across the globe, bringing goodwill and much needed help wherever they went.

Today, Compassion International is a world-renowned child sponsorship organization operating in 25 countries and overseeing the sponsorship of over a million of the world's most at-risk children. Headquartered in Colorado Springs, Compassion employs almost 5,000 people. What began as a small orphanage in South Korea has now grown into one of the world's most admired nonprofits. A trusted and honored charity organization, Compassion has helped improve -and save- the lives of so many children without hope, spreading the good news about Jesus in the process.

Grace is one of the millions of young people whose life has been impacted by the work of Compassion International. After her father's death, Grace and her family were destitute, homeless, and in danger. That's when they met a local Ugandan village leader named Aunt Betty. She already had nine children of her own, but after hearing Grace's story, she gladly took her and her family into her own home. The family was now free to live in peace and safety away from their father's relatives. What's more, Aunt Betty signed Grace up to be sponsored through Compassion International. Grace was taken to a Compassion child development center where she was able to receive medical treatment and attend school. Compassion was able to care for a family that was in dire need of physical care, but what was even more lasting was the spiritual care they

provided to Grace in the ways that she needed it most. For all of her life, Grace had felt like an outsider, a burden, and “less-than”. Through the ministry program of Compassion, Grace began to see herself as God saw her - not as a curse, but as a daughter with eternal purpose. She learned not to dwell in self-pity, but rather to pursue her passions because, in her words, “disability is not inability”. Aunt Betty, remembering when she first encountered Grace, remarked that she doubted if Grace would still be alive if it not for the intervention of Compassion. Grace’s future has become bright, thanks to God’s mercy and the work of Compassion International. Through stories like hers, we can know that there are few causes greater than releasing children from poverty in Jesus’ name.

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Compassion International

Transmedia News Package



- 1) *Basic News* - George H.W. Bush secretly sponsors child for 10 years through Compassion International.
- 2) *Additional Information* - After attending a Christian meeting 20 years ago, the former president George H. W. Bush began sponsoring a young boy named Timothy from the Philippines. The famous identity of his sponsor would be kept secret from Timothy, however, in order to protect his own safety. It was only recently made known that the president had been a sponsor due to his recent passing. Timothy has since been contacted and is grateful for the sponsorship that so positively affected his life.

Timothy Villalba is now 25 years old, a father, and lives in the Philippines.

George H.W. Bush was the 41st president of the United States and served from 1989 to 1993. He passed away in 2018 at the age of 95.

About Compassion International: Founded in 1952, Compassion International is a Christian child development organization that works to release children from poverty in Jesus' name. Compassion revolutionized the fight against global poverty by working exclusively with the Church to lift children out of spiritual, economic, social and physical poverty. Its child sponsorship program has been validated through independent, empirical research.

- 3) *Press Release/Narrative Information* -

George H.W. Bush Secretly Sponsored Child for 10 years through Compassion International

The former president supported an impoverished Filipino child using a pseudonym for over a decade

COLORADO SPRINGS, Colo. - February 11, 2019 - Reports have recently surfaced detailing the former President George H.W. Bush's secret sponsorship of a child from the Philippines. Sources say he had sent money and written letters to a young boy named Timothy with help from a well-known Christian charitable organization.

Since its founding, Compassion International has aided millions of impoverished children all over the world. They offer an online program through which you can sponsor one of their many needy children. Sponsors are encouraged to send letters along with their donation; this is something the former president put into practice.

Any person who is interested in sponsoring a child can visit compassion.com for more information.

The former president was able to correspond with Timothy under the pseudonym "George Walker". He was unable to reveal his true identity as this would put the child at risk. This information has just recently been made public due to the president's passing last November.

George H.W. Bush began his sponsorship 2000 while attending a Christian concert. After his death, representatives from Compassion Intl. traveled to the Philippines to personally tell Timothy that the man who had sponsored him was, in fact, a former U.S. president. Timothy was reportedly "dumbfounded" and fondly remembered his former penpal, but had no idea who he actually was.

4) *Graphics* - would include photos of Timothy as a child and today, as well as a photo of the president and one of the many letters he has sent over the years.

5) *Videos* - a possible video would explain the process of how the president became involved in sponsorship, a reading of one of the heartfelt letters he sent, and a statement from Timothy. Video would also elaborate on the work of Compassion and the importance of child sponsorship and living conditions of children in poor countries.

6) *Audio* - would include an interview with Timothy about his experience and/or a spokesperson from Compassion elaborating on how the sponsorship process works.

7) *Miscellaneous* -

U.S. Media Contact:

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Compassion International

Appeal Letter



Dear Mr. and Mrs. Sinclair,

Did you know that over 1 billion of the world's children live in poverty?

It's estimated that 22,000 children die each day due to the challenges of impoverished living. You can help stop this by partnering with Compassion International and sponsoring a child in need. We operate in over 25 countries, partnering with local churches and bringing suffering children into our learning and sponsorship programs - *all they're waiting for is your help.*

We are asking that you sponsor a child for **\$38 a month**. This enables us to feed, teach, and bring the love of Christ into the darkest, most hopeless parts of the world.

Sponsorship not only provides for the present needs of children in poverty, but makes a dramatic impact on their futures as well. Children who have been sponsored through Compassion are much more likely to receive an education and become leaders in their communities. By contributing to the work of Compassion, you are touching the world with the light of the Gospel and helping to alleviate the *worst* suffering of the world's *most* innocent. What could be more of a joy?



You can begin your sponsorship today by sending in the enclosed return envelope or visiting us at compassion.com.

We hope you join us as we release children from poverty in Jesus' name!

Best regards,

Kiana Karn
Public Relations Specialist
Compassion International

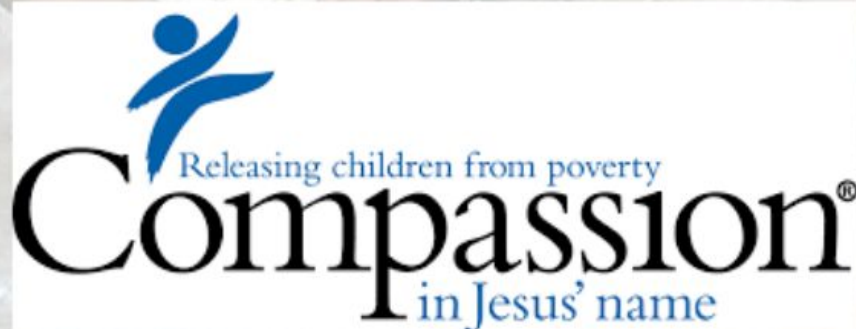
P.S. Remember that you are free and encouraged to exchange letters and gifts with the child you choose to sponsor; we don't just give money, we build relationships as well.

COMPASSION INTL.

SPONSOR A CHILD IN POVERTY

\$38 A MONTH TO BRING HOPE

LEARN MORE AT
COMPASSION.COM



Compassion International

Broadcast Script



(2/22/19)

“Bringing Hope to the Hopeless”

Jimmy Mellado - President & CEO

Length (:30)

“Bringing Hope to the Hopeless”

Did you know that 10% of the world’s population lives on less than \$1.90 per day?

I’m Jimmy Mellado, President and CEO of Compassion International, an organization dedicated to fighting childhood poverty, and I’m asking you to sponsor a child today.

You can bring hope to the life of a child for as little as \$38 a month. Visit compassion.org to sign up. Compassion International - Releasing children from poverty in Jesus’ name.

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Compassion International

Speech



The Value of One

So often in our world we hear stories of suffering. War, disease, pain, political unrest, famine, injustice... it never seems to stop, and we feel powerless to stop it. What pains us even more is when the anguish affects the lives of children and young ones; when suffering afflicts the innocent. According to UNICEF, about 1 billion children worldwide live in poverty, living on less than \$2.50 per day. It's estimated that close to 22,000 children die daily as a result of living in poverty. This tragedy has even been an improvement since recent decades. As humans, we cannot ignore the suffering of innocent children. As followers of Christ, we cannot ignore the suffering of our neighbors. To meet needs like this in the world is why there is Compassion International.

Compassion is a child sponsorship organization that has given aid to 1.9 million children and has been a steady force for positive global change for the past 65 years. Compassion is currently working in 25 different countries to end childhood poverty and

bring hope to the darkest places of the world in Jesus' name. We are a nonprofit that partners with local churches to match children in need to willing sponsors in the developed world. We ask for \$38 a month per child to ensure that their immediate physical needs are met. Sponsored children also take part in Compassion-run programs that provide Christ-centered education and healthcare. Child sponsorship has been shown to be the most cost-effective and efficient way to combat poverty. Not only are you providing for the basic needs of a child, you are also building a connection with them and showing them what the love of Christ looks like on a personal level.

So often in our comfortable lives, we become aware of the suffering of others who are far from us. So often we think the problems are too big for us to fix. We know we cannot save the world ourselves, but we *can* tell others about the One who *already did*. We know that we alone cannot rescue every child from the clutches of poverty, but it is within our reach to rescue *one*. If you're here today and you believe in Jesus, that means God chose to save you. Will you choose to save one little child whose waiting eagerly for your support and love? If you do, you can know with certainty that you are touching the world and, more importantly, touching eternity. Thank you.

Compassion International

Boilerplate



Founded in 1952, Compassion International is a Christian child development organization that works to release children from poverty in Jesus' name. Compassion revolutionized the fight against global poverty by working exclusively with the Church to lift children out of spiritual, economic, social and physical poverty. Compassion partners with more than 7,500 churches in 25 countries to deliver its holistic child development program to over 2 million babies, children and young adults. Its child sponsorship program has been validated through independent, empirical research.

