



  
naomi

# MESSAGING *booklet*





ONE-LINER

“Walking with mothers,  
daughters, and children  
enduring trauma.”

CALL TO ACTION

*Let's journey together.*





DONOR PERSONA

# COMPASSIONATE

*Carol*

Meet "Compassionate Carol," a retired schoolteacher in her early sixties, residing in Spokane, WA. After decades dedicated to nurturing young minds, Carol has never lost her desire to contribute positively to her community. She's a widow with two grown children who no longer live at home. Carol is tech-savvy enough to stay connected with her children, friends, and favorite charities through Facebook, where she shares and reacts to content that moves her.

Carol spends her mornings reading emails over a cup of coffee. She prefers emails that tell a story and show personal struggle and triumph rather than dry, statistical updates. She values her Christian faith, and it guides her daily life, particularly her charitable giving. She's drawn to causes that demonstrate a clear need, align with her moral compass, and show responsible stewardship of donations.





DONOR PERSONA

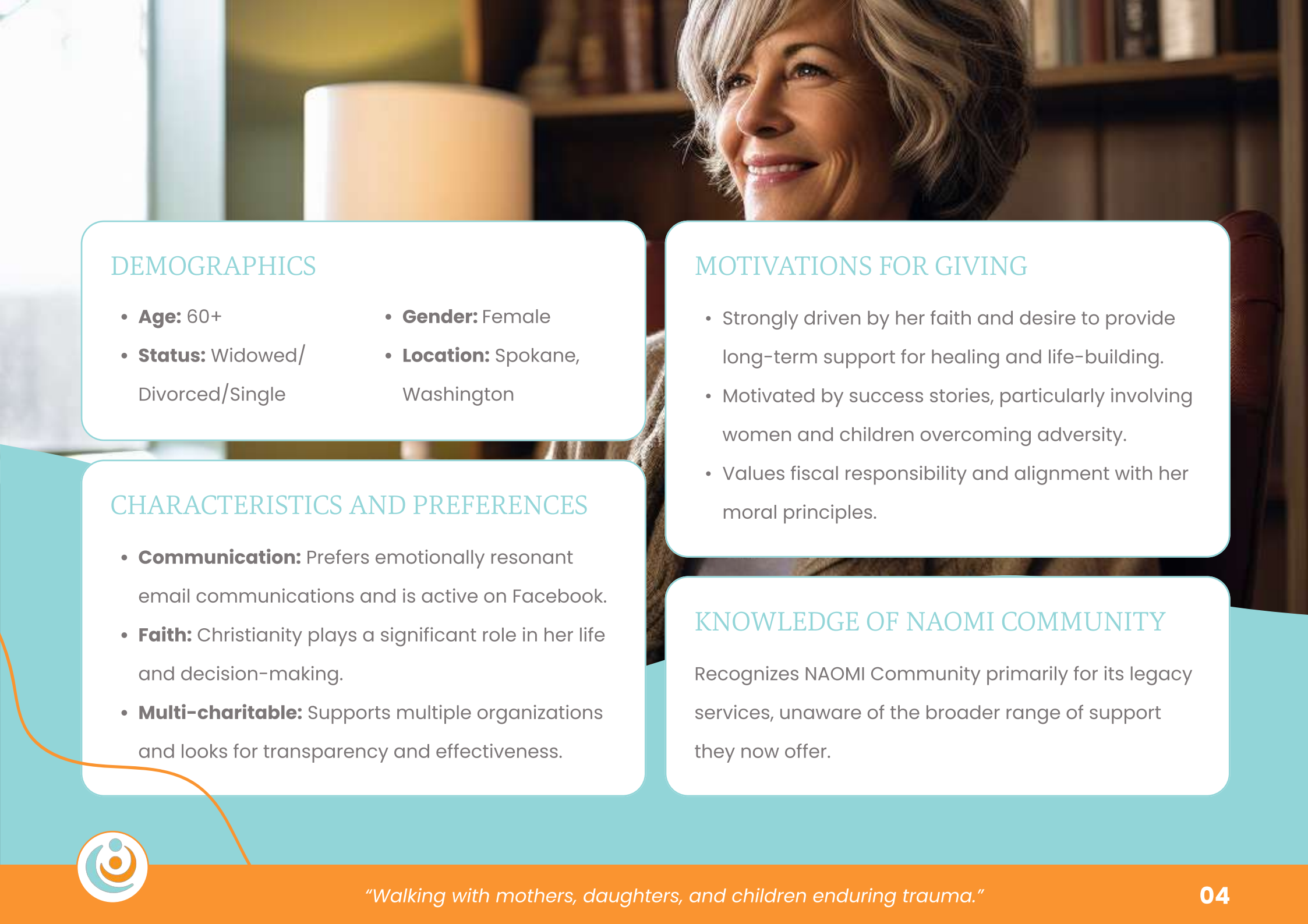
# COMPASSIONATE

*Carol*

Despite her regular contributions, Carol often wishes she knew more about the inner workings of the charities she supports, especially NAOMI Community. She continues to see them as a beacon of hope for homeless women and children, unaware of their expanded services. Carol also regularly donates to other organizations, always looking to maximize her impact. Her decisions are often influenced by compelling storytelling and clear demonstrations of need and impact.

Occasionally, a Compassionate Carol is married to a Responsible Ray. A pragmatic retiree with a knack for number-crunching, Ray complements Carol's empathetic approach with his own methodical lens. While Carol resonates with emotional stories and personal triumphs, Ray delves deeper into the operational metrics and fiscal responsibility of charities. When considering substantial donations, Ray emphasizes the need for tangible, results-driven data, underscoring the stories Carol cherishes. Together, their combined perspective ensures both heart and head are in alignment when supporting causes close to their hearts.





## DEMOGRAPHICS

- **Age:** 60+
- **Gender:** Female
- **Status:** Widowed/  
Divorced/Single
- **Location:** Spokane,  
Washington

## CHARACTERISTICS AND PREFERENCES

- **Communication:** Prefers emotionally resonant email communications and is active on Facebook.
- **Faith:** Christianity plays a significant role in her life and decision-making.
- **Multi-charitable:** Supports multiple organizations and looks for transparency and effectiveness.

## MOTIVATIONS FOR GIVING

- Strongly driven by her faith and desire to provide long-term support for healing and life-building.
- Motivated by success stories, particularly involving women and children overcoming adversity.
- Values fiscal responsibility and alignment with her moral principles.

## KNOWLEDGE OF NAOMI COMMUNITY

Recognizes NAOMI Community primarily for its legacy services, unaware of the broader range of support they now offer.



# COMPASSIONATE CAROL

## MARKETING *strategies*



### CONTENT CREATION

Develop in-depth blog posts, success stories, and video testimonials illustrating NAOMI's impact. Each piece of content should be designed to educate Carol on the expanded services while resonating with her emotionally and morally. Utilize Facebook to be the seed of sharing these stories and engage with her directly.

### EMAIL NURTURING

Create an email nurturing sequence specifically for donors like Carol, with content that inspires first, then educates and engages. Start with a welcome email that tells a powerful story about someone helped by NAOMI, followed by regular updates that combine human interest with soft calls-to-action, encouraging her to get more involved.



# COMPASSIONATE CAROL

## MARKETING *strategies*

### 👍 SOCIAL ENGAGEMENT

Increase activity on Facebook, Carol's preferred platform, with regular posts that Carol and others can react to and share. These should highlight success stories, community involvement, and transparent discussions about the ongoing need. Interactive posts, like polls or "react to vote" posts, can increase engagement and give Carol a sense of participation.



### 🔍 SEO AND CONTENT STRATEGY

Use targeted keywords that Carol might use to search for charitable opportunities and information on community services. "Christian charitable organizations" or "community healing services" could be potential phrases. The content should be primarily emotive with supplemental educational undertones and resonate with her desire to see transparency, success stories, and community impact.





# COMPASSIONATE CAROL

# STORY *brand*



## A CHARACTER

### WHAT DO THEY WANT?

They want to nurture, save, and provide a loving and healing environment for women and children.



## WITH A PROBLEM

### EXTERNAL

Cares, but does not know how to help.

### INTERNAL

My faith leads me to help, but helping seems overwhelming.

### PHILOSOPHICAL

This is personal. My mom/family went through this.



## MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

### EMPATHY

We know this problem can feel overwhelming, hopeless...devastating

### AUTHORITY

- Expertise: lived-experience
- Comprehensive trauma-trained
- 20+years serving high-risk, vulnerable populations (mothers, daughters, children)



# STORY *brand*

## AND GIVES THEM A PLAN

### SUMMARIZE YOUR PLAN

1. Become trauma-informed
2. Get connected
3. Help mothers, daughters, and children



## THAT CALLS THEM TO ACTION

DIRECT  
HELP NOW

TRANSITIONAL  
Create  
Community Here

## SUCCESS

### SUCCESSFUL RESULTS

1. Create hope-filled communities
2. Mothers, daughters, and children know they are loved.
3. Provide a haven of support for those standing alone.

## FAILURE

### TRAGIC RESULTS

- Compassionate Carol gives up
- Helplessly watches as more people suffer
- Carol's family trauma is repeated



COMPASSIONATE CAROL

# STORY *brand*



## IDENTITY TRANSFORMATION

FROM

Helplessly watching women suffer,  
not knowing how to help...



TO

*Hopeful caring, capable, loving  
mothers, daughters, children, with  
confidence and purpose.*





# ELEVATOR *pitch*

Naomi is a community that provides a safe haven for mothers, daughters, and children enduring trauma. For the many who are alone, we journey with them as they heal from trauma, learn invaluable life-skills, and experience healthy community. Through the compassion of our donors, volunteers, and staff, women and their children are equipped to love and live well.





POSITIVE  
*reinforcement*

A community-based support network for healing and direction.

NEGATIVE  
*reinforcement*

No woman should have to journey alone.

CALL TO  
*action*

Provide a haven of support.



# UNIQUE *differentiators*

## WE'VE BEEN THERE

Our volunteers and staff not only know the pain of watching someone endure trauma, but many have also walked their own journey of healing.

## TRAUMA-TRAINED

We understand the damage trauma causes in the mind, body, and soul. Our extensive training in proven, research-based methods provides whole-person healing.

## DECADES OF HOPE

Since 2004, 100's of women have discovered the opportunity for a life they never thought was possible.



# KEY *services*

## ONE TO ONE SUPPORT

Healthy relationships for healthy choices through our supportive, caring team.

## COMMUNITY GATHERINGS

Opportunities for women and their children to connect, strengthen family bonds, and create new positive memories.

## HOUSING SUPPORT

Offering safe, sober, affordable housing for women and children to rebuild and thrive.

## GROWTH GROUPS

Healing from trauma, and personal growth through supportive, educational group sessions.



# DRAFT *letter*

Dear Compassionate Carol,

I cannot express how much it means to our clients that you have journeyed with them. You have been there through the trauma, unhealthy relationships, growth and building of community, and discovering what a healthy life can look like. You have been a light in the darkness of so many mothers, daughters, and children enduring trauma.

Your partnership since 2004 has meant new life for 100's of clients. Rather than having to wander alone, you gave them opportunity to break generations of dysfunction, addiction, and abuse. They've been given life resources for healthy relationships, budgeting, parenting, forgiveness... simply, how to love and live well.

Read what Sarah had to say about her life before NAOMI, and how things changed because of what you've provided:





# DRAFT *letter*

*"I went from an abusive home environment as a child, straight into being abused as a young adult. I started drinking heavily to try and numb the despair and chaos that was consuming me. I felt so alone, and knew that I needed to make healthier choices, but I didn't want to reject the few people I did have in my life. At NAOMI, I was given the chance to build healthy relationships. Through listening ears, baking cookies, and all the moms that showed my kids unconditional love, I had the courage to leave my abusive relationships. I am so grateful the women at NAOMI stayed with me while I was learning to live a life where I am not controlled by my behaviors and impulses. Today, I am able to keep myself and my children safe."*

Your compassion didn't only help Sarah, it created the possibility of a whole new life for Sarah's children. Unfortunately, many in the broader community have not been able to escape the cycles they are trapped in, and many don't believe they can. With your help, we can provide a safe haven for many more like Sarah and her children, offering healing, direction, and caring relationship.



# DRAFT *letter*

A single gift of \$50 provides for 10 women to attend our growth groups, \$100 brings 20 women to our community gatherings, \$500 supports a month of rent for a woman and her children. No matter your gift, every generous donation is impactful and important. Donate today and let's walk with mothers, daughters, and children enduring trauma.

Journeying together,  
NAOMI Community







Walking with mothers, daughters,  
and children enduring trauma.

*Let's journey together.*