

DECEMBER 2021

# MEDIA PACK FOR PARTNERS

By CV Communications



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## CONTACT

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**cvglobal.co**



# HOW TO USE THE CV BRAND

The CV brand helps the people we engage with to instantly recognise who we are and ensures clarity and consistency in our messaging and identity.

Consistency of the CV brand through communication environments and behaviours, in accordance with CV corporate guidelines, ensures that we can be of value to our partners.

We have provided relevant sections of the CV Brand Guide in the Google Drive that accompanies this document, along with links to our brand assets. **Please ensure that you adhere to the CV brand conventions when representing CV on any communications platforms.**

If you have any questions concerning the CV brand, please contact:  
**communications@cvglobal.co.**

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# DESCRIBING CV

**When describing CV and what we do, please ensure that messaging reflects the following wording as closely as possible:**

## Short Form

Christian Vision (CV) is a global Christian ministry with a mission to introduce people to Jesus and encourage them to become his true followers.

Founded in 1988 by Lord Robert Edmiston, we work to see impact in three key areas:

1. Introducing people to Jesus;
2. Mobilising Christians to evangelise; and
3. Resourcing the Church with free digital content and knowledge.

For information on CV's activities and impact, visit [cvglobal.co](http://cvglobal.co).

## Long Form

Christian Vision (CV) is a global Christian ministry with a mission to introduce people to Jesus and encourage them to become his true followers.

Founded in 1988 by Lord Robert Edmiston, we work to see impact in three key areas:

1. Introducing people to Jesus;
2. Mobilising Christians to evangelise; and
3. Resourcing the Church with free digital content and knowledge.

Out of these focus areas, we provide proven and effective platforms that:

- Introduce unreached people to Jesus;
- Inspire, train and equip Christians to share their faith;
- Enable local churches to connect with people searching for answers online;
- Provide free, high quality digital content that churches and organisations can download and share;
- Share knowledge and learnings in digital evangelism and mission;
- Provide pioneering principles for large- scale, on-the-ground mission work.

We are fully funded so don't seek financial partners, but we do believe in the power of partnership; that our collective impact can be exponentially greater when mission-focussed

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organisations join together in purposeful relationships. We therefore welcome and cultivate partnership that build the Kingdom of God. Together, we can reach more people with the Gospel!

There are multiple avenues through which individuals, churches and organisations can partner with us and access the media and tools we have available. Following are short descriptions of our global initiatives:

**CV Outreach:** CV Outreach connects people who encounter evangelistic content online to a local church or believer near them, providing a bridge between the online and offline world and a valuable opportunity to engage in conversations about Jesus.

**yesHEis:** yesHEis is a global community of four million young adults who are changing the culture of evangelism. yesHEis equips young adult Christians to confidently share Jesus with anyone in their world by providing them with shareable evangelistic videos and training content to inspire and challenge them along their faith sharing journey.

**CV Resources:** CV Resources is an online library of free, downloadable high quality videos, digital assets and key learnings to equip churches and ministries to reach more people for Jesus.

**CV Training:** CV Training is an online space for churches and individual Christians to learn how to reach more people for Jesus. Designed to increase effective evangelism globally, CV Training provides free video lessons from highly skilled people across tried and tested methods.

**NPI:** The National Pioneers Initiative (NPI) partners with local churches and pioneers to impact nations for Christ through conventional and digital evangelism and discipleship, resulting in the establishment of sustainable, locally-run churches.

**CV Prayer:** CV Prayer mobilises teams within CV, and ministry partners from across the world, to unite in prayer, seek God's face and cultivate a deep reliance on his Spirit as we collectively work to fulfil the Great Commission.

For more information on CV's activities and impact, visit [cvglobal.co](http://cvglobal.co).

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# CV BRAND ECOSYSTEM

The CV brand ecosystem consists of a full suite of brands, including several independent brands that represent CV initiatives, both global and local to specific regions.

CV brands are classified into three categories:



## CORPORATE BRAND

This is our parent brand.



## HOUSE BRANDS

These are corporate activities that share the parent brand and are subordinate to it.

- CVResources
- CVTraining
- CVPrayer



## HYBRID BRANDS

These are corporate and local activities that use an independent brand while paying attribution to the parent brand.



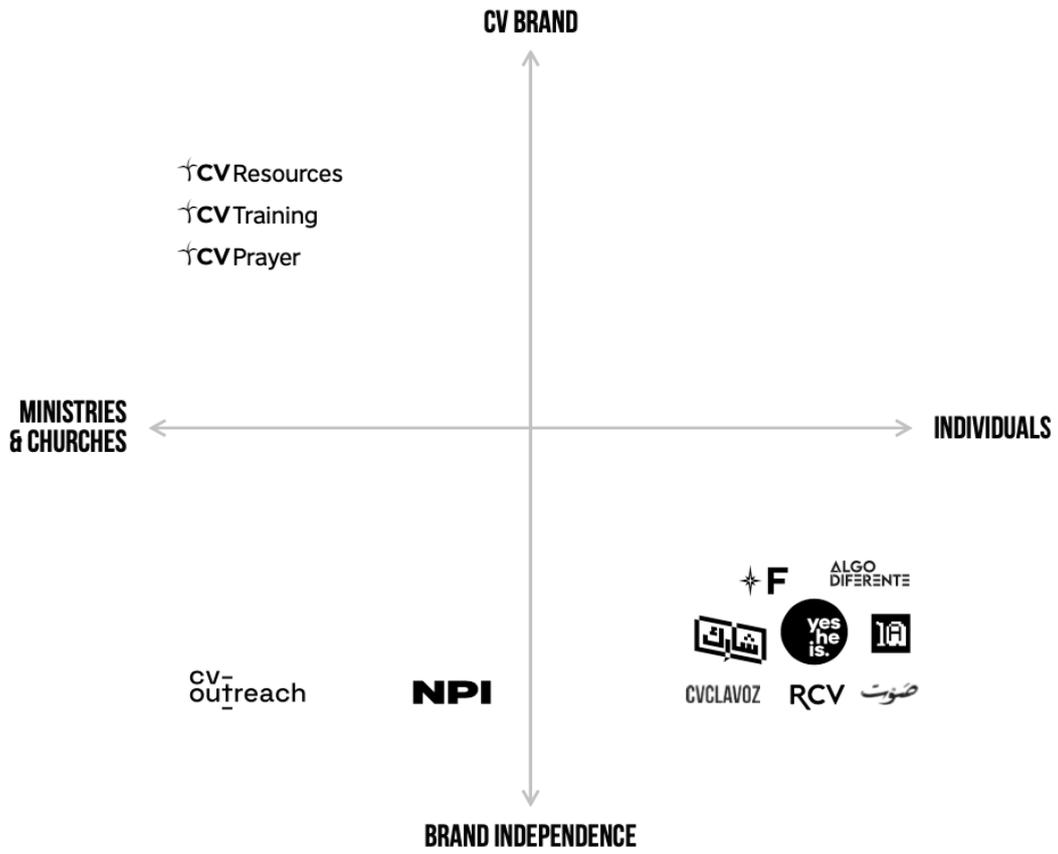
**Partners should be aware that the various hybrid brands within the CV ecosystem are to be positioned as 'an initiative of CV', with clear links back to the parent brand.**

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The graphic below shows the position of CV's brands in terms of their audience and brand independence:



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CVC Network Ltd ACN: 091 607 420 CV Global Ltd ACN: 615 614 483



# CV VALUES

The CV values are the heart of who we are as an organisation and inform our actions and decisions. They are the marks by which we are known, both as an organisation and as individuals within.

**When representing CV to your audience, please ensure that any messaging reflects the following values:**

**Excellence** means that we do every task as though we were doing it unto the Lord. It is using our very best efforts to produce high quality results

**Generosity** is sacrificially giving of our resources, time and energy. It is more than an act; it is an attitude of willingness to go above and beyond to serve those around us.

**Integrity** is the commitment to do what is right, good, honest and true.

**Grace** seeks to operate out of love in all that we are, all that we say, and all that we do.

**Humility** understands our place before God and his authority in our lives. We are humble in our service to God and others.

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# PRESS RELEASE

Contact: [contact name]

Phone: [phone number]

Email: [email address]

## GLOBAL CHRISTIAN MINISTRY IS REACHING MILLIONS OF PEOPLE WITH THE MESSAGE OF JESUS

Christian Vision (CV) is a global Christian charity, founded in 1988 by Lord Robert Edmiston. Since then, it has grown to over 350+ staff in four regional operating hubs in Africa & Middle East, the Americas, Asia Pacific, and Europe.

Across the globe, CV's online projects now reach over 1 million people per day, and tens of thousands of churches and ministries are using CV's free library of content and knowledge. Off-line, CV supports hundreds of Christian mission-workers, most of whom serve in developing and crisis-torn communities around the world.

CV works to see impact in three key areas: 1) Introducing people to faith and hope found in Christianity, 2) Equipping Christians to share their faith with others, and 3) Resourcing churches and other Christian organisations globally with free digital content and knowledge.

CV has embraced digital technology as the means by which they can have the greatest impact on the world. The scope, scale and return on investment that digital platforms provides is exponential. The technology that CV utilises is bringing people together, drawing them in to conversations about the big questions of life, linking them to local churches and pastoral care support, and creating on and off-line communities where like-minded people can gather and be mobilised to share their faith.

While unapologetically Christian, CV projects have generated positive influences on communities of all faiths, promoting racial unity, tolerance, servanthood and high ethical standards as part of its Biblical worldview.

Uniquely, the charity is fully funded so don't seek financial support; however, they do believe in the power of partnership and welcome purposeful relationships with like-minded organisations.

There are multiple avenues through which individuals, churches and organisations can partner with CV and access the media and tools available. More information on CV's work, including their latest resources and inspiring stories of impact, can be found at: [cvglobal.co](http://cvglobal.co).

# # #

For more information about CV's activities in [location], please visit [cvglobal.co](http://cvglobal.co) or contact [name] at [email address].

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