***For context purposes, the following is the Key Message section from the original 2016 Marketing Project Report.***

**Introduction**

Messaging is a term to describe how ABM talks in simple language about who it is as an organisation and why it exists. Key messages aim to communicate key points that ABM should consistently make when communicating to each target audience and the messages should link back to ABM’s brand and unique positioning points.

Through research with key stakeholders and analysis of ABM’s existing key messages the below key message analysis is offered. These key messages link ABM’s positioning, its programs (products) to its audiences to ensure they feel connected to and understand ABM’s work and most importantly, take action.

**Key Messages**

The highlighted words in the below key messages are words that should be used as frequently as possible in ABM’s communication with target audiences. The repetition reminds supporters of ABM’s values and unique offerings.

Existing key messages that should continue to be used:

* ABM is the **national** mission agency of the **Anglican** Church of Australia
* ABM supports our **partners** to participate in God’s **mission**
* Working for **Love, Hope and Justice**

New key messages recommendations:

* Supporting ABM is **mission and ministry in action**
* ABM provides a **connection** to its partners for Australian Anglicans as well as mission and ministry **resources** that enhance this relationship

When reviewing these messages it is clear how central Anglicanism is to ABM’s work and consequently it should be embedded in its messaging. It is also of interest that in its original charter ABM was called to educate Anglicans for mission.

It must be noted that a complete strategic shift in mission and messaging would need to occur in order to attempt to attract an audience outside the Anglican Church.

Ideas for Program Specific Key Messages

*These should be workshopped with relevant staff.*

For the Community Development Program:

* Offering help and hope to others

For the Reconciliation Program:

* Make a difference in Australia

For the Church to Church Program:

* Giving to God’s Mission

For the Education Program:
*Note; this isn’t a specific program key message as the team’s work overlays all programs and consequently the messaging also sits in the above broad key messages.*

* Resources and education provide a connection to ABM’s partners that enhance and facilitate relationships and encourage action from supporters

Other terms of relevance include Living the Gospel and Discipleship.

**Key Messages Summary and Recommendation**

Recognising that attitudes drive behaviours which drive outcomes, the key messages should direct ABM’s target audiences to:

Know

* + About ABM’s programs
	+ About the broader issues and goals ABM works to achieve
	+ How it contributes to Anglican faith
	+ How to help

Feel

* Resourced
	+ Informed
	+ Engaged
	+ God’s Mission

Act

* + Donate
	+ Pray
	+ Support ABM
	+ Ministry in Action

In summary, using consistent messaging in all of ABM’s marketing and promotional tools will help to encourage existing and new ABM audiences to understand ABM’s work, feel a connection to the organisation which affirms their faith and then act – whether that be to donate, pray or participate in ABM’s work in some other way.

**Key Message Recommendation**

It is recommended that the outlined key messages be endorsed and/or workshopped, as a priority in ABM’s marketing strategy, so that consistent communication can be utilised across all marketing and communication tools.

*Terms brainstormed with the Communication Team that sit at the core of ABM’s work or are defined as part of what we want people to know about ABM and its program.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ABM** | **Community Development** | **Church to Church** | **Education** | **Reconciliation** |
| Connection | People | Mission | Resource | Home |
| Partnerships | Partnerships | Family | Justice | Justice |
| Family | Legacy | Love | Education | Indigenous |
| Belief in God | Improving lives | Hope | Sharing Knowledge | Aboriginal |
| Aid | Tax deductible | Anglican | Communication | Practical |
| Alleviating poverty | Alleviating poverty | Church | Mission | Relationship |
| Anglicans in Development | Love | Support | Young | Education |
| Anglican | Justice | Connection | Relationship | Quality of Life |
| Charity | Sustainability | Resource | Future | Guilt alleviation |
| Community Development | Health | Partnerships | ABM’s constitution | Passion |
| Church |  | Network |  | Loyal |
| 5 Marks of mission |  | Faith |  | Experience |
| International |  | Belief in God |  |  |
| National |  |  |  |  |
| Helping People |  |  |  |  |
| Established |  |  |  |  |
| Accepted / Proven |  |  |  |  |
| Wisdom |  |  |  |  |
| Traditional |  |  |  |  |
| Love, Hope & Justice |  |  |  |  |
| Education |  |  |  |  |
| Trustworthy |  |  |  |  |
| Transformational |  |  |  |  |
| Growing |  |  |  |  |
| Effective |  |  |  |  |
| Diversity of programs |  |  |  |  |

**Workshop Idea for Programs**

1. When considering your program what words so you think are important to your message and are a unique point of difference? (ie: above)
2. When considering your program, what do you want supporters to :

|  |  |  |
| --- | --- | --- |
| **KNOW** | **FEEL** | **ACT** |
|  |  |  |
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