

Mirror Ministries: Partner Communications Guidelines

Purpose

These guidelines help partners communicate clearly, responsibly, and respectfully about their strategic partnership with Mirror Ministries and the individuals we serve.

Core Partnership Message

When speaking about your partnership, emphasize:

- A shared commitment to **supporting local individuals impacted by sex trafficking**
- A focus on **long-term healing, dignity, and empowerment**
- A **community-based, collaborative response**
- The understanding that healing is a **journey, not a quick fix**

Sample language:

“We are proud to partner with Mirror Ministries to support local individuals impacted by sex trafficking through long-term, trauma-informed care.”

How to Describe Mirror Ministries

Partners may accurately share that Mirror Ministries:

- Responds to domestic minor sex trafficking through **education, intervention, restoration, and aftercare**
- Provides **trauma-informed, holistic support** addressing emotional, physical, relational, and practical needs
- Serves individuals regardless of background or belief
- Works in partnership with **local agencies and national organizations**
- Is guided by values of **compassion, dignity, integrity, and hope**

Faith-inclusive option (use when appropriate):

“Mirror Ministries is faith-motivated and values-driven, while ensuring services are accessible to all without religious requirement.”

Language About Survivors

Use language that:

- Centers dignity, choice, and personal agency
- Recognizes strength and resilience
- Reflects long-term support rather than rescue

Preferred terms:

- Survivors
- Individuals impacted by trafficking
- People receiving services

Avoid:

- Graphic or sensational details
- “Rescue,” “save,” or savior-focused language
- Defining a person solely by their trauma

Communicating Impact

When sharing impact, focus on:

- **Access to consistent support**, not guaranteed outcomes
- Trust-building, safety, and readiness for help
- The reality that healing is **nonlinear**

Suggested framing:

“This partnership helps ensure long-term support is available when individuals are ready to receive it.”

Faith & Inclusivity

- Mirror Ministries is motivated by Christian values of love and compassion
- Participation in faith-based activities is **never required**
- Spiritual care may be offered, but **choice and autonomy are always respected**

Safety & Confidentiality

Partners should always:

- Protect survivor privacy and confidentiality
- Avoid names, identifying details, or program locations
- Use only approved stories, images, or language

Describing Your Role as a Partner

Partners are encouraged to describe their involvement as:

- Standing **alongside** survivors, not speaking for them
- Supporting **long-term solutions**, not one-time interventions

- Investing in **community collaboration and care**

Example language:

“Our partnership reflects a commitment to dignity, safety, and long-term healing in our community.”

Tone Guidelines

All communications should be:

- Respectful and hopeful
- Survivor-centered
- Honest and realistic
- Collaborative, not self-promotional

Questions or review requests:

Partners are encouraged to contact Mirror Ministries before publishing messaging if clarification or support is needed. You can reach out to us at info@mirror-ministries.org or 509-783-5730