

# 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](mailto:info@mirror-ministries.org) or 509-783-5730