



## **PR Policies and Procedures**

### **Pink Door e.V.**

#### **Mission Statement:**

##### **English:**

Pink Door is a faith-based not-for-profit organization that provides a long-term recovery and integration program for women transitioning out of prostitution, sexual enslavement or sexual exploitation. We value personal empowerment, restoration, advocacy, and connections to significant support.

##### **German:**

**Wir sind ein gemeinnütziger Verein, der auf dem christlicher Glauben basiert. Er unterstützt Frauen, die aus der Prostitution ausstiegen und/oder aus sexuelle Ausbeutung sowie Menschenhandel entfliehen wollen, sowie bei der Entwicklung neuer Lebensperspektiven und Begleitung in ein selbst-bestimmtes Leben.**

Introductory Video for Pink Door:

<https://vimeo.com/142856849> - English

#### **Pink Door Logo:**

The Pink Door logo may be used on documents and flyers explaining and promoting the work of Pink Door e.V. When possible, high res files should be used for clarity of image and sharpness of focus. It should appear no smaller than 2 inches in width when printed.

When developing flyers or information to distribute, please use the following color palette (Hex numbers): pink door pink: d60b51, light pink: #fff18f, dark gray: #404040, light gray: #656565, offwhite: #fafafa, beige: #f5e4cd

All flyers, brochures, documents using the Pink Door logo must be approved by the executive team of Pink Door e.V. before being sent to outside parties.



**PR Materials:**

Flyers, brochures, business cards, videos, and other forms of public relations materials will be distributed by Pink Door e.V. and used in accordance with their instructions.

Facebook: pink door berlin

Website: [www.pinkdoorberlin.org](http://www.pinkdoorberlin.org)

**Giving links and information:****Church of God Ministries Project:**

<https://give.choglobal.org/pinkdoor>

Checks should be made out to Church of God Ministries, Inc. **with the project # 42.30203** in the memo line, and sent to the following address:

**Church of God Ministries****Global Strategy****PO Box 2420****Anderson, IN 46018****Project # 42.30203 Pink Door Berlin****PayPal:**

[mail@pinkdoorberlin.org](mailto:mail@pinkdoorberlin.org) -OR- via button on [pinkdoorberlin.org/en/support](http://pinkdoorberlin.org/en/support)

**German Bank Account:**

**Pink Door e.V.**

**DE30 5206 0410 0003 9001 26**

**BIC GENODEF1EK1**

**Evangelische Bank**

**Amazon.de Wish List:**

[https://www.amazon.de/registry/wishlist/306CD58IYC90C/ref=cm\\_sw\\_em\\_r\\_mt\\_ws\\_z19NzbHJB5SPE](https://www.amazon.de/registry/wishlist/306CD58IYC90C/ref=cm_sw_em_r_mt_ws_z19NzbHJB5SPE)

**Anonymity:**

Policies attached at the bottom of this document.

Explains that we do not use participants' (or their children's) names or faces in our publications. We encourage participants not to partake in promotion of Pink Door (as a mode of protection for them). Whenever possible, staff and volunteers use only their first name and last initial when being quoted in news articles, will refrain from accepting individual awards for their work at Pink Door (we work as a team) and will not consent to their name being used for buildings or monuments.

When presenting Pink Door in public settings, video or audio recordings shall not be streamed or posted on the internet or on any form of social media.

Newsletters may not be posted on any form of social media. Information/stories about Pink Door e.V. in newsletters must be approved by the executive or operations director. The executive team of Pink Door should be added to your newsletter recipient list.

### **News Outlet Policy:**

Any person volunteering, working for, or participating in Pink Door e.V. must have approval from the Executive Team before interacting with the media, being quoted in publications, or writing articles to promote Pink Door.

Presenting what we do?

Anyone presenting Pink Door e.V. must receive training in the use of materials (flyers, power point, prezi, videos).

Talking points:

- We offer an environment in the house and education center where participants can work through their recovery process and move toward reaching their new life goals.
- We walk with them **long term** through their recovery and integration process.
- Our social workers assist them in setting goals and taking the necessary steps to reach those goals, in addition to assisting in all areas of social work.
- Our residence and three phase program is based on the programs of the international organization, Servants Anonymous Foundation, based in Vancouver BC, Canada. They have been transitioning women out of sexual exploitation for more than 28 years.
- We facilitate an environment where our participants can make good choices for themselves and for their lives.

### **Words to Use/Not use Policy:**

In our work with women exiting sexual exploitation, it is important to use language that is uplifting and empowering (in accordance with our values). Therefore, we have created the below lists to assist as we speak about Pink Door e.V. and the work of its participants.

When discussing the Pink Door program, we will always point back to our participants and the courageous work of recovery that THEY are doing. They are the heroes in our stories.

### **Words to use to describe our work (ENGLISH):**

Support

Help

Empowered

Restored

Valued

Resilient

Courageous  
Recovery  
Resourceful  
Integrate  
Facilitate  
Sexually exploited  
New life  
Encouragement  
Exploited women  
Women in prostitution  
Participant  
We are a long-term program  
A recovery and integration program for women transitioning out of sexual exploitation

**Words to use to describe our work (GERMAN):**

Frauen, die in Prostitution arbeiten  
Neue Leben  
Betroffene  
Zwangs prostitution  
Gemeinnützig  
Ermutigen  
Begleiten  
Befähig  
Gestärkt  
Selbstbestimmtes Leben  
Persönlichkeit zu entfalten  
In Mensch investieren  
Langfristig  
Auszusteigen  
Austiegs- und Integrationsprogramm für Frauen aus der Prostitution/Menschenhandel

**Words to NOT use (ENGLISH & GERMAN):**

- Rescue
- Victim
- Opfer
- Prostitute (referring to the woman)
- Prostituted Women
- Voiceless (our participants have their own voices, they need to have a platform and be encouraged to use them to advocate for themselves and others. We do not speak for them, which further silences them. Our task is to give them support and guidance to use their voices. )



**ANONYMITY POLICY  
FOR THE BENEFIT OF PROGRAM PARTICIPANTS  
Marketing, Public Relations, Fund Raising**

How do we implement our organization's Principle of Anonymity for the benefit of the program participants and their children we serve? The following items define our organization's marketing, public relations and fundraising strategies:

- Firstly, it is fundamental to our organization to protect the dignity of all sexually exploited women, and their children, we serve. Consequently we do not take photographs, make films or use their names in our marketing and fundraising ventures. By guarding their anonymity, we ensure that each young woman is given a fair chance to break- away from their old lifestyle, and to begin a new life without fearing any publicity surrounding their past.
- Secondly, because recovery is our organization's goal, we will not sell or otherwise publicize individual identifiable stories of the sexually exploited women and their children we serve. We believe that this type of publicity is destructive to their recovery process because their recovery is their personal pain and not ours to share.
- Thirdly, our organization encourages the sexually exploited women and their children we serve not to partake in media involvement while participating in our programs, because we have found this to be hazardous to their recovery process.

I have read and will adhere to the conditions of this anonymity policy.

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Date

Signature



## **ANONYMITY POLICY FOR Staff and Volunteers**

Maintaining anonymity is the surest way to prevent easily inflatable egos and/or misplaced convictions among our organization's leaders and staff, who may be tempted to believe that violating their anonymity, will help someone. In reality, this violation has the potential to serve a destructive purpose - to fulfill their personal desire for recognition or control.

We should never take credit for a participant's success, but rather always give credit to the participant for their recovery and the hard work they are doing, and not to any individual at Pink Door.

Consequently, maintaining anonymity at the level of press, radio, film, awards or name identifications, our organization's principle of anonymity provides the care and safety needed by its leaders and staff during their involvement with us.

### **Applying the Principle**

- Our organization's leaders and staff fully identify themselves when signing official letters and on their business cards to allow them to conduct the affairs of their job description.
- When appearing on radio, TV or film, our organization's leaders and staff must refrain from showing their faces or if possible, revealing their last names. In printed articles, all of our organization's leaders and staff should try to the best of their ability to be identified by their first name and the initial of their last name. When speaking as our organization's leaders or staff, they are encouraged, whenever possible, to identify themselves in the same manner.
- To further respect the Pink Door principle of anonymity, our organization's leaders and staff must refrain from accepting personal awards.

Our organization's principle of anonymity also applies to any past leader or staff persons now deceased when identifying buildings or when being offered awards on their behalf.

I have read and will adhere to the conditions of this anonymity policy.

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Date

Signature