



**MULTIPLY 417**

Passion: The Bridge between People and Purpose

Dear Rick,

Wow, can you believe it's 2022. A new year and I wanted to start with a review of some of the important documents you have as a non-profit organization (faith based or otherwise), that most highly relate to your development efforts.

Let's start with a simple review of the **value proposition**. What is it? How important is it? How do we create it?

The value proposition while a key piece of information in our repository of information, isn't necessarily a singular document, like your mission statement or vision statement. But rather it is a string of statements that express critical information (for partners) about your ministry. This series of statements make it very clear who we are and what we do. But maybe rather than thinking about it as a series of statements, think about it as a series of answers to these questions.

Why should I give to your ministry as compared to some other ministry, or not at all? And why now?

Or you could look at the questions this way:

1. What do you do?
2. Why is what you do unique or what is the unique way you do it?
3. What is the problem?
4. What is your solution?
5. Why the urgency?

Being able to effectively communicate the answers to these questions is the essence of explaining to your partners and prospective partners - YOUR VALUE PROPOSITION.

How important is it? Well we never want to forget the spiritual truth that God is the owner of all and the provider of all. But statistically, we know from research that a well communicated, accurate, and believable value proposition is the single largest (secular) factor in helping people make the decision to give.

Ultimately, it is our commitment to Col. 3:23 that brings us to understand these ideas and concepts and how to appropriately apply them, all the while, trusting in an All-mighty God.

Want to talk about some written examples of a value proposition? [Please email me here](#). Have any thoughts or questions on the topic or want to add your two cents, great. [Just email me](#).

Passionately,

Rick

P.S. Next week...but wait, you actually have multiple value propositions! How does that work?

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