



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip April 10, 2023



Greetings!

So let's review some of the critical documents we must engage as non-profit ministries. We have Vision Statements, Mission Statements, Strategic Values, Corporate Essentials, Strategic Goals, Case Statements, etc., etc., etc.

But, actually, there is one more and it's pretty important, but only addressed internally and it's called our...

Value Proposition

Interestingly enough, this actually comes to us in the form of a question. A question posed by a partner or potential partner. To be very clear, we must be able to answer this question effectively if we are hoping for a successful return on our efforts.

Note: As you'll see below, a value proposition can be situational to a specific scenario, event, or circumstance.

So that's a brief reminder from a week ago! But the feedback (questions and some confusion) was fairly significant surrounding the concept itself, so I want to circle around and try to make this idea or concept "easier."

1. YES, you will have ONE primary value proposition (v.p.) that is the core of your baseline efforts/ministry/mission. It might be thought of as complementary to your mission or vision statement. But your v.p. in all instances is an internal document. You don't "publish" the words of your v.p. in your newsletter like you probably do with the other statements.

2. But you can and should think through the variety of ways you are always communicating the answers to those question(s)* in your print, emails, banners, brochures, and social media sites. The presumption is donors/partners are always asking these questions in their minds, even, if not out loud. Stepping in front of these unspoken questions is an absolute win. *Remember, the value proposition is that string of question(s) your donor/partner asks when considering a request you've made or a gift they are thinking about giving.

3. You will need additional (modified) value propositions for specific fundraisers, campaigns, and events. Especially when it relates to the “why now” portion of the main v.p. If you are writing about the need for camp scholarships, the “why now” takes on a more urgent form, since you have a registration deadline, event sign-up time frame, etc.

4. If you have more questions about your v.p., please do not hesitate to contact me. I’d love to help you think through what yours is and where are the places you should be using it.

I hope this recap helps!

Blessings,

Rick



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Check out my website for
more helpful ideas!