



# MULTIPLY 417

Passion: The Bridge between People and Purpose

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## Weekly Tip March 27, 2023

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Greetings!

Just by way of review, we have Vision Statements, Mission Statements, Strategic Values, Corporate Essentials, Strategic Goals, Case Statements, etc., etc., etc.

So, what's one more right? But let's call this 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 what's the Question?**

*Why should I give to you instead of another ministry (or at all) and why now?*

Pretty straightforward, and pretty obvious, but how many times in your appeal letters, or while doing an ask at an event, or perhaps even in the content of your giving pages, do you ignore a portion of this question? Even worse, how often do you just assume they know these answers?

Take a look at the following "test" run by friends at NextAfter. Four different sets of a "give now" donation box(s). This particular experiment/test was performed for a real site that offers free web pages to very sick people, who want to communicate with loved ones and sometimes ask for financial help with expenses. In the real experiment/test, each section below is preceded by an update from the sick family member (Bill), and in this case, there was no previous ask for financial help with expenses. But the control example and three experiments (or treatments) below are essentially asking for the same gift, from the same people, but you tell me, which does the best job of answering the value proposition questions for these potential partners?

## **Control**

Honor Bill and Katrina with a donation to (the company that provides the website).  
You make Bill and Katrina's website possible

## **Treatment (experiment) 1**

Bill's (company name who provides the website) site is supported by generous donors like you.

Make a donation to (company) in honor of Bill.

## **Treatment (experiment) 2**

Help Bill stay connected to family and friends.

Make a donation to (company) to keep Bill's site up and running.

## **Treatment (experiment) 3**

Show your love and support for Bill.

Make a donation to (company) to keep Bill's site up and running.

So, does one of the treatments better demonstrate answers that are important (or would be important) for your donors/partners as it relates to your value proposition if you were this company?

The answer is YES. They don't care about the website. They are okay with being connected but that doesn't get it. But they do LOVE Bill and Katrina and that's why they give (gave). In fact, Treatment 3 produced an increase in revenue (donations) by 67%.

In this example, the "company's" value proposition was specific to this instance and for Bill and Katrina. Unlike your mission statement or vision statement, you may have multiple value propositions that are defined by the specifics of your request, circumstances, or event.

Here you try...

Write out a couple of lines of explanation, but then write the request line (the ask, the call to action), that shares the value proposition of sending a kind to summer camp. Look back up at the top and think...

Why is this special, and unique? Why us? Why now? What emotions might be involved in my donor/partner's motivation to give?

Want my thoughts? Send your ideas to me by email and I'd be more than happy to arrange a 30-minute zoom call to discuss the options.

More next week!!!!



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more helpful ideas!