

Working Session: Value Proposition





Nonprofit and **OPTIVIZATION** Workshop

Discovering your value proposition

"How do you discover what your own value proposition is, even if you are a nonprofit?"



Download a digital, excel based version of this exercise here:

NextAfter.com/valueprop



Step 1: Decide on the VP Question

Decide on a context

The value proposition question *does not* just come up at the time of donation, it can also come up at these times...

- To complete a lead generation form
- To click on an ad, in the channel, or on your own site
- Or even to move from the headline to the body copy



Step 1: Decide on the VP Question

Answer 3 Questions

To help you determine the proper focus for this exercise, start by answering these three questions:

- 1. Who is the ideal audience you are targeting?
- 2. What action do you want your target audience to take?
- 3. What is the main alternative action your audience can take?

Va	lue Proposition Discovery Steps
•	1: Provide context for the value proposition in question
	iv, as a group, which value proposition question is in context for this exercise by answering the ing three questions:
1.	Who is the ideal audience/prospect you are targeting?
	Whet is the entire concerned on the contract of the large state in the
Z.	What is the action you want your targeted audience to take?
3.	What is the main alternative action someone would take?
Using	your answers above, paste in your answers below:
If (1)	is your ideal audience, why should they
(2)	rather than
(3)	?

Steps 2 & 3: List reasons for the desired action and then rate them Identify all reasons you believe your targeted audience should do the action you want them to take. You are trying to identify what about the organization, offer or process would be both more appealing and unique. After creating your list, rate each reason for each category. 1 is lowest, 5 is highest.

List each reason (each implying a "Because")	Appeal	Exclusivity	Total

Step 1: Decide on the VP Question

Fill in the Blanks



Now, take your final answers for the previous three (3) questions and insert them into the below value proposition question template:

If (1)_____ is your ideal target audience,

why should they (2) ______ rather than

Va	uue Proposition Discovery Steps
Identify	1: Provide context for the value proposition in question y, as a group, which value proposition question is in context for this exercise by answering the ng three questions:
1.	Who is the ideal audience/prospect you are targeting?
2.	What is the action you want your targeted audience to take?
3.	What is the main alternative action someone would take?
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ist each reason (each implying a "Because")	Appeal	Exclusivity	Total

Identify all reasons you believe your targeted audience should do the action you want them to take. You are trying to identify what about the organization, offer or process would be both more appealing and unique. After creating your list, rate each reason for each category. 1 is lowest, 5 is highest.

Determine why someone would pursue

Identify all reasons you believe your targeted audience would want to do the action you want them to take.

You are trying to identify what about the organization, offer or process would be both more appealing and unique.

Each reason will imply a "because."



So how do I find the right reasons?

If it is a content offer:

- How exactly will this action help your ideal donor (their desires or needs) in their life story?
- Will it enrich them?
- Will it unveil a particular set of truths?
- Will it give them a new skill?
- Will it help them solve a particular problem?
- Will it help them get their message out?
- Will it help them advance the right thing?



So how do I find the right reasons?

If it is a donation ask:

- What mission and values are at stake when someone gives?
- What will the effect of their immediate gift be, then, especially as it relates to what is at stake?
- Why should your organization be trusted to this mission?
- Why isn't this being done by others already? (i.e. why must it be my money to make things go forward)



What it is not: A mission statement

.....

From This

Our Mission

To Proclaim the Gospel of Yeshua (Jesus) to the Jew first and also to the Nations throughout the world, according to Romans 1:16

Learn More

To This

We Give Clean Water, Humanitarian Aid, and the Good News of Yeshua (Jesus) to Hurting Jewish People Across the Globe.

Learn More





Start Brainstorming



List out the possible reasons in your worksheet now. Each reason should imply a "Because..."

Content offers

- Will it enrich them? How?
- Will it unveil a particular set of truths?
- Will it give them a new skill? 3.
- Will it help them solve a particular problem? 4.
- Will it help them get their message out? 5.
- Will it help them advance the right thing?

Donation asks

- What mission and values are at stake?
- 2. What will the effect of their immediate gift be?
- 3. Why should your organization be trusted to this mission? Especially compared to some others?
- 4. Why isn't this being done by others already? (i.e. why must it be my money to make things go forward)



Step 3: Rate your reasons

Determine the extent of each reason's appeal and uniqueness



On a scale of 1 to 5 (**1 being the lowest, 5 being highest**), determine <u>how desirable</u> each reason is and also <u>how unique</u> it is relative to what else is offered by others in the same/similar space.

Va	lue	Pro	pos	itio	n I	Dise	COV	ery	Step	S
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2.	What is t	the action	you want	your targe	ted auc	lience to	take?			
3.	What is t	the main a	lternative	action son	neone v	would tal	ke?			
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(3)	• 2 8 3	• list re	asons	for the	desir	ed act] _?	d the	n rate the	m
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List ea	ach reaso	n (each im	plying a "E	}ecause"	7		Ар	peal	Exclusivity	Total

Step 3: Rate your reasons

Determine the extent of each reason's appeal and uniqueness



The top three with the highest total scores (adding appeal and exclusivity together) will be examined further.

Put all other reasons aside for the time being.

	1: Provide context fo				
	r, as a group, which value prop ng three questions:	oosition question is	n context for this	exercise by answeri	ng the
1.	Who is the ideal audience/pr	ospect you are targ	eting?		
2.	What is the action you want	your targeted audie	nce to take?		
3.	What is the main alternative	action someone wo	uld take?		
Using y	our answers above, paste in y	our answers below:			
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Step 4: Find Points of Evidence

Communicating reasons believably

Points of evidence are **<u>quantitative</u>** or **<u>qualitative</u>** pieces of supporting content for each reason that help make it more believable/palatable.

These points often take time to track down and verify.



Step 4: Find Points of Evidence

What are some examples?

Some examples include:

- Numerical statements of fact regarding your impact
- 3rd party testimonials, stories, or high-profile endorsements
- Excerpts from studies/accepted sources of validation
- Social proof indicators
- Actual demonstrations of impact (or pieces of it)



Step 4: Find Points of Evidence

Start Brainstorming



List out the possible points of evidence in your worksheet now. Each point of evidence should be worthy of verification / follow-up.

Examples

- 1. Numerical statements of fact regarding your impact
- 3rd party testimonials, stories, endorsements 2.
- 3. Excerpts from studies/accepted sources of validation
- Social proof indicators 4.
- 5. Actual demonstrations of impact

Value Proposition Discovery Steps

Step 4: Provide evidence for the top reasons

Sort the list from highest to lowest Total Score. Copy those claims of value into the areas provided below

After that, identify points of evidence for the top three reasons of value.

Note: Points of evidence are quantitative or qualitative proof points that provide support for the reason and make it believable. These often take time to track down and verify.

Example:

Reason: Because...we have the largest, most academically credentialed group of scholars in the public policy arena.

Points of evidence: 1. XXX has 103 research fellows 2. 86% of XXX research fellows hold a Ph.D. Top Reason 1 Evidence ' Evidence 2 Top Reason 2 Evidence 1 Evidence 2 Top Reason 3 Evidence 3 Evidence

What is a good example of a value proposition statement in action (be it a for profit or nonprofit)?







Estimated Value Proposition: "Because we have the world's most comprehensive¹ award winning² and fun³ early learning site for kids ages 2-6."

- 1. Hundreds of hours of learning content from over 5,000 learning activities and more than 450 lessons.
- 2. Parents' Choice Gold Award, Editor's Choice Award for excellence in design, Mom's Choice Awards Gold, Teachers' Choice Award, National Parenting Center Seal of Approval Winner and more.
- 3. Six different types of learning activities that simulate children's most popular mediums, including books, songs, games, puzzles, and painting

