

# NOW APPEARING!

**INVIGORATING  
INSTRUCTION!**

**MUST BE SEEN  
TO BE BELIEVED**

**SIMPLY  
STUPENDOUS!!**



**NOT TO BE MISSED  
THIS IS A  
ONCE IN A  
LIFETIME CHANCE**



**ALIAS  
"BREAD BOY"**

♪ **JON POWELL** ♪

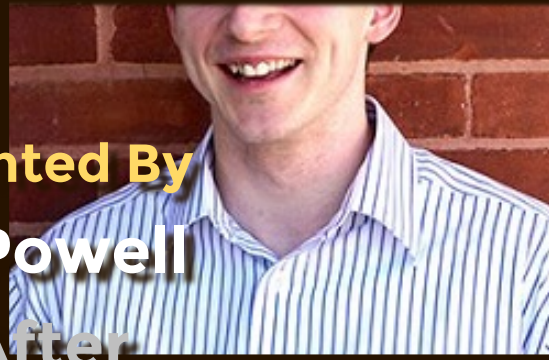
**Working Session:**

# Value Proposition

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Nonprofit

**INNOVATION**

and

**OPTIMIZATION**

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](https://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 2: List all possible reasons

## **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.”



# Step 2: List all possible reasons

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?



# Step 2: List all possible reasons

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](#)



# 263%

In Clicks



# Step 2: List all possible reasons

## Start Brainstorming



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

### Content offers

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

### Donation asks

1. 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 4: Find Points of Evidence

## Communicating reasons believably

Points of evidence are quantitative or qualitative 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
- 3<sup>rd</sup> 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
2. 3rd party testimonials, stories, endorsements
3. Excerpts from studies/accepted sources of validation
4. Social proof indicators
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.

<b>Top Reason 1:</b>	<input type="text"/>
Evidence 1:	<input type="text"/>
Evidence 2:	<input type="text"/>
<b>Top Reason 2:</b>	<input type="text"/>
Evidence 1:	<input type="text"/>
Evidence 2:	<input type="text"/>
<b>Top Reason 3:</b>	<input type="text"/>
Evidence 1:	<input type="text"/>
Evidence 2:	<input type="text"/>

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



**A** **B** **C** **mouse.com**<sup>®</sup>  
Early Learning Academy



**Estimated Value Proposition:** “Because we have the world’s most comprehensive<sup>1</sup> award winning<sup>2</sup> and fun<sup>3</sup> 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

