

Creating Your Ongoing Value Proposition

Work through the four sections to build the case for ongoing support, set what each gift accomplishes, choose your frequencies, and assemble it into a value proposition statement. That statement is what your Communications Plan and Program Checklist point back to.

SECTION 1

Establish the need for ongoing support

Define the problem your organization exists to solve

Will champions be compelled by it? Is it easily recognizable?

Your response:

Why is the need ongoing?

What makes the need continuous, so that ongoing support is necessary rather than a one-time gift? This is the heart of your ongoing value proposition; the rest of the worksheet builds on it.

Your response:

List solutions for how you're solving the problem, with ongoing impact:

- a.
- b.
- c.
- d.

Evaluate these solutions using these criteria:

Appeal—will your champions want to make this kind of impact?

Your response:

Exclusivity—can this impact only happen through your organization?

Your response:

Contextualize the Appeal.

What would make those already connected to the cause (your conversion audience) feel compelled to respond?

Your response:

What would make those who are new to the cause (your acquisition audience) feel compelled to respond?

Your response:

SECTION 2

How Much Will It Cost?

List your levels from the highest amount down; leading with a higher amount sets a helpful anchor. Keep each impact concrete and human (a person served, a meal, a week of care) rather than abstract.

Quantify what different giving levels can accomplish

\$ Amount: _____ Impact: _____

\$ Amount: _____ Impact: _____

\$ Amount: _____ Impact: _____

\$ Amount: _____ Impact: _____

\$ Amount: _____ Impact: _____

Do you need a fixed price point or can champions choose their own giving amount?

Your response:

SECTION 3

How Often is the gift given?**Are you offering different frequencies of recurring options?**

Monthly:

Quarterly:

Annually:

Other:

SECTION 4

Putting it together**Draft your ongoing value proposition.**

Pull the sections above into one or two sentences that name the ongoing need, what a recurring gift accomplishes, and why it matters. This is the statement the rest of your tools point back to; your Communication Plan grounds all of its messaging here.

Your response: