



Make a Strong Value Proposition

ACTIVITY 7: TARGET AUDIENCES AND DEVELOP TAILORED MESSAGES

Background

A strong value proposition is crucial for establishing long-term partnerships that promote sustainability. Organizations offering nonmedical volunteer assistance can make effective value propositions by emphasizing how they meet the needs of community members and their volunteers' positive impact on the lives of care recipients and society as a whole using qualitative, quantitative, and economic data. By combining strategic data, compelling storytelling, and effective communication strategies, organizations can present their collected stories and data in a way that fosters the partnerships necessary for long-term sustainability.

Introduction

Tailored value propositions are more effective in forming partnerships, especially when they are customized for specific audiences. The **Jobs to Be Done** framework is a tool for crafting these tailored messages. This framework centers on identifying the essential tasks or "jobs" that potential partners need to accomplish and then presenting the partnership as the solution to these needs. Initially, the framework focuses on understanding the goals of potential partners and then identifying the obstacles that are preventing them from achieving these goals. This information can be gleaned from surveys, interviews, focus groups, or internal knowledge. It can then be used to create tailored message pillars—the key themes or core ideas underlying all communications aimed at specific audiences.

Instructions

1. Choose a potential partner and develop a set of questions to deepen your understanding of their goals and the barriers they face in achieving those goals.

Examples: What criteria do you prioritize when evaluating funding opportunities? What ultimately made you decide to fund our organization? What are some challenges you frequently face in determining which organizations to fund?

2. Leverage your institutional knowledge or research to answer the questions above and create a narrative description of your potential partners' goals and the struggles they encounter while pursuing those goals.

Goals	Struggles
<p><i>Example: Naomi Funder's foundation is focused on improving the lives of older adults in her community, and she wants to support organizations with a proven track record of success.</i></p>	<p><i>Example: Naomi hesitates to provide funding for organizations with unproven programs and many have little evidence that their interventions meet the needs of older adults.</i></p>

3. Develop at least three message pillars to include in communications targeting a potential partner based on their goals and struggles. These should be simple and directly address the goals and struggles of your potential partners.

Example: Our organization uses proven methods to reduce loneliness and social isolation and has a strong focus on evaluation and performance improvement.