



Grant Writing for Community Based Organizations:

Your Value Proposition



What is your organization's Value Proposition



A value proposition outlines the unique benefits and advantages your organization offers to its community, stakeholders, and funders.



It explains the core reasons why people and entities should engage with and support the CBO.

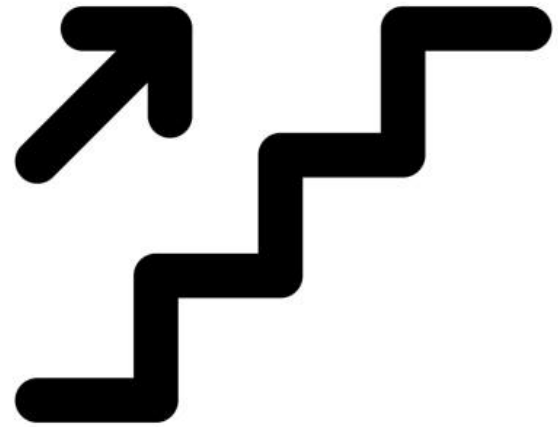


Page 16 in the Grant Writing Essentials workbook, where you will find the key steps for developing your value proposition.



Steps to developing your value proposition

1. Define our target population
2. Explain the services we provide
3. Demonstrate our impact
4. Identify who your value proposition is for
5. Develop your value proposition
6. Prepare brief materials describing the value proposition (your pitch deck)



Source: iStock



DELAWARE HEALTH AND SOCIAL SERVICES

Division of Substance Abuse and Mental Health

HMA



Source: Thinkstock

Defining Our Target Population

- Who is our target population?
 - Based on research and analysis
 - What are the specific needs of this target population?
 - What are the prevailing disparities within this population?
 - Where are the gaps in services?



The services we provide

- What services do we provide to address these needs and gaps?
- What data demonstrates the need?



Our Impact

- What outcome and cost data do we have to demonstrate our positive impact?
- How does our impact compare to District providers or nationwide data?
- Are we missing data needed to “make our case”?



Source: Adobe Stock

Who is Your Value Proposition Audience?

- Identify your key stakeholders
 - Grantmakers
 - Payers, Managed Care Organizations (MCOs)
 - State and county administrators/policy makers
 - Potential partners (e.g., Healthcare providers and community-based organizations)



Source: vege - Fotolia



Sample Value Propositions



The Salvation Army exists to meet human need wherever, whenever, and however we can. We serve **the most vulnerable members of our communities** by providing a **wide range of social services, including** emergency shelter, food distribution, disaster relief, and addiction rehabilitation. **Our holistic approach** addresses the physical, emotional, and spiritual needs of individuals, empowering them to rebuild their lives with dignity and hope. Through our comprehensive programs, we **strive to break the cycle of poverty** and make a lasting impact on the communities we serve.



Feeding America is **the nation's largest domestic hunger-relief organization**, working to connect people with food and end hunger. Through **a network of food banks, pantries, and meal programs**, we provide nutritious meals to millions of children, seniors, and **families facing hunger**. Our comprehensive approach addresses the **root causes of hunger**, advocating for policies that promote food security and **collaborating with partners** to develop innovative solutions. By raising awareness and engaging the public, we strive to create a country where no one goes hungry, and **everyone has access to the food they need to thrive**.



Summary

- Your value proposition should answer the 4 W's and an H:
 - **Who** are you, and why are you uniquely prepared to meet this need?
 - **What** will you do
 - **Where** will your impact occur?
 - **Why** is this intervention or these services necessary?
 - **How** will you know you've made a difference in addressing the problem?

