Communicating Your Philanthropic Value Proposition
Four Secrets to Messaging Success

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Today’s Presenters

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TODAY’S AGENDA

01 – Philanthropic Value Proposition
02 – Four Secrets = Be BOLD
03 – A Case Study
04 – Communication Platforms
05 – The Essentials
06 – Questions

#NPOStrength
Philanthropic Value Proposition
Philanthropic Value Proposition (PVP)

**Definition:** A Philanthropic Value Proposition describes the value your donors gain by supporting your cause and how they create change through your organization.

A Philanthropic Value Proposition answers the fundamental question:

*Why should I give to your organization?*
Characteristics of an impactful PVP

• Explains the benefit
• Instills a sense of purpose
• Allows the donor to make an informed decision
• Clearly communicates who, what and why
Why a strong PVP Matters

• *Motivates donors* to support you
• Provides the *reasons and rationale* donors need to make their own decision
• *Empowers donors* to enlist support from other decision makers (spouse, trustees, etc.)
• Appeals to both *mind and spirit*
Four Secrets: Be B-O-L-D
B - Benefit
Benefit

• Clearly express the *positive outcome* of your work
• Paint a picture of our *preferred future* – in words and images
• Use numbers and statistics to demonstrate *impact*
• Weave together storytelling and testimonials to convey your organization’s *value* in the words of clients, donors, others
B - Benefit
CREATE IMPACT, DEEPEN IMPACT

B - Benefit
O - Opportunity
Opportunity for engagement

• Never overlook a call to action!
• Provide a **SMART** opportunity for donor engagement (**S**pecific, **M**easurable, **A**chievable, **R**esults-focused and **T**ime-bound)
• Customize opportunities for major donors; segment opportunities for other donor constituencies
B - Benefit
O - Opportunity
B - Benefit
O - Opportunity
L - Laser-focused
Laser-focused communication

- Strategic and intentional value proposition
- Clear, simple, straightforward language
- Forward-looking
- Clear and transparent
- Positive and hopeful
- Impact theme/philanthropic theme for the year
B - Benefit
O - Opportunity
L - Laser-focused
B - Benefit
O - Opportunity
L - Laser-focused
D - Differentiate
Differentiate

• Highlight your organization’s uniqueness(es)
• Describe how you are different from similar organizations
• Channel your inner Wynton Marsalis: toot your own horn!
A Case Study
CASE STUDY

Evergreen Treatment Services

Welcome to Evergreen Treatment Services

House Rules

Be Kind
Be Respectful
Be Patient
B - Benefit
Benefit – grant application

“Risk of death from overdose is reduced by 50% when people get into treatment for opioid use disorder.”

Link to Application Form
THROUGH TREATMENT, PEOPLE ARE ABLE TO TAKE CHARGE OF THEIR DRUG USE AND TRANSFORM THEIR LIVES.

Substance use disorders take a devastating toll on communities in Washington State and beyond; they rob people of their health and potential, tear families apart, drive up crime, and suck resources from the economy.

Through Evergreen Treatment Services’ innovative services, including stabilizing medications like methadone or buprenorphine and counseling, patients’ lives can improve dramatically in a matter of months. They take better care of themselves, rebuild relationships with family, stop illegal activities that supported their habit, and return to work.
Through treatment, people are able to take charge of their drug use and transform their lives.

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“Your chance of dying is twice as high with only social support and counseling, as compared with medication-assisted treatment. Most people don’t understand that you can be in recovery and on medication (at the same time).”
"...the consequences of the opioid epidemic: broken relationships, loss of employment, homelessness, discarded needles and trash, higher rates of imprisonment and theft, and rising overdose death rates.

ETS is on the front lines every day. Your donation today will help us continue this important work, contributing to a safer, healthier, more just world for all."

"I truly felt if they (ETS weren't here) I would be dead. I wouldn't have the hope, strength, and courage to do what I am currently doing. I now stand as proof and am rebuilding the relationships I've lost."

Dear me,

September is National Recovery Month and we’d like to share April’s story of recovery with you.

April started using prescription medications daily to ease her unbearable mental and physical anguish, which eventually led to her addiction to heroin, meth, and benzodiazepines.

Chances are you know someone affected by the opioid epidemic and homelessness crisis.

Individuals, families, and communities suffer the consequences: broken relationships, loss of employment, homelessness, discarded needles and trash, higher rates of imprisonment and theft, and rising overdose death rates.

ETS is on the front lines every day, and it is thanks to your support that we are able to provide uninterrupted care to people who need it. Your donation today will help us continue this important work, contributing to a safer, healthier, more just world for all.

Thank you for standing with us. Thank you for being part of the solution.

With gratitude,

Molly Casey

P.S. Send in your donation by September 30th for National Recovery Month!
B - Benefit
O - Opportunity
Opportunity for engagement – website
Opportunity for engagement – website

“Your contribution will expand outreach and education efforts to some of the most vulnerable members of our society at a time when they need it most.”
Opportunity for engagement – grant application

“We have identified $300,000 in immediate infrastructure improvements (for 2018) to ensure health, safety and compliance, and provide secure and uninterrupted service to our clients.”
Opportunity for engagement – business journal

“We need to purchase the building (that houses) our largest clinic (~$10M). If we lost our lease, we’d have to relocate, and (this city) would have 1,500 unserved patients each day.”
B - Benefit
O - Opportunity
L - Laser-focused
Laser-focused communication – television interview

“[The opioid epidemic] is a public health issue, with a very effective intervention.” The medication-assisted treatment that ETS provides has been proven to reduce overdose.
“Data from the University of Washington show that nearly 10,000 Washingtonians have died of opioid overdose since 1999. In King County … only about 35 percent of those in need of treatment are able to access it. The problem is too overwhelming without increased support at the federal level.”
Laser-focused communication – YouTube

“Methadone treatment programs are the gold standard for opioid addiction. We don’t know of any treatment that’s more effective.”
Laser-focused communication – email

"Today we stand in the midst of a national epidemic, one that is robbing us of the people we love. We must stand against this discrimination, we must stand for those whose voice is silenced by ignorance, fear, hate, and death. Every person is worth this effort and every person can make a difference."
1. Last year we helped more than 6,000 people maintain recovery, move into homes, and reconnect with family.

2. We put donor funds to great use, and that there’s so much more we could do.

3. Stigma is the number one barrier we face. This report tells stories of real people. We want you to meet these people and share their stories so that more can access life-saving services.

“We want you to read our newly published impact report for three reasons…”
B - Benefit
O - Opportunity
L - Laser-focused
D - Differentiate
Differentiate – site visit/Facebook post

“We are the largest provider of medication-assisted treatment (MAT) in Washington state.”
Differentiate – newspaper article

ETS develops and implements innovative programs that are not directly replicated anywhere in the nation.

We are piloting a program to provide on-site mental health care and on-site primary care in several of our clinics.
ETS is and has always been very involved in research on substance use disorder treatment options and methods. The goal is pretty simple: we want to provide our patients with the most effective treatment options possible to improve their lives. Research helps us better understand what works.
To Summarize:

B – Benefit
O – Opportunity
L – Laser-focused
D – Differentiate
Communication Platforms
Communication platforms

• **Traditional** forms of communication: Most are here to stay, even though some have diminishing market share

• **Newer and emerging** forms of communication: Steadily increasing variety of communications media; some are more useful than others

• **What’s next**: Need for reserve “gas in the tank”

• Popularity and effectiveness of **video** as communications medium

• **Listen to/ask your donors**: which communications platform(s) do they prefer? Need to communicate with donors through their preferred media.
Leveraging high-impact communication vehicles

• More video, please!
  • Donors are 4 – 7 times more likely to engage than via static text
  • 53 times more likely to appear in top Google search results

• Interactive storytelling
  • Declining attention span (12 seconds to 8 seconds in past 15 years)
  • Infographics
  • Dashboards (for data)
  • Video – of course!
  • Social media – esp Facebook (Live) and Instagram stories
  • Adobe Spark
Adobe Spark Example
ART + TECHNOLOGY = CHOICES

The Chicago Center for Arts and Technology
DEMAND-DRIVEN, SECTOR-FOCUSED WORK READINESS

At ChiCAT, unemployed, underemployed or transitional adults will receive industry demand-driven and sector-focused career training that leads to employment, a living wage and opportunities for advancement.

ARTS-ENABLED ACADEMIC OUTCOMES

ChiCAT’s classes and instruction in digital arts and design will
ART + TECHNOLOGY = A SOLUTION

Play the video below to hear from Bill Strickland speak about the philosophy ChiCAT will follow.
- improved emotional well-being
- better academic performance

**YOUTH DIGITAL STUDIO: APPROX $1.1 MILLION**

Our Digital Arts Studio will help youth to develop a personal mastery in working with computer technology for developing and enhancing music, art, videos, and photographs. Classes in this Studio explore digital photography, video production and editing, web-based animation, website design, graphic design, and music editing and production. For these young participants, the Digital Arts Studio will be a gateway to new environments, cultures, and experiences.

**YOUTH DESIGN STUDIO: APPROX $1.1 MILLION**

The Design Arts Studio will expand a student’s ability to express oneself through design and provide an opportunity to use technology to enhance their creative expression.
ENVIRONMENT SHAPES BEHAVIOR.
ART + TECHNOLOGY = CHOICES.

We have the opportunity to catapult an organization from a standing start to a stable, effective community anchor. ChiCAT’s strength and proven model make it an excellent philanthropic investment. With support from visionary donors, ChiCAT will create clear opportunities for young people and adults—opportunities to learn, to ask questions, to be inspired by each other and by their instructors, to be mentored, to gain confidence and skills, to transform themselves and impact positive change in their families and communities.
Philanthropic Value Proposition Essentials
Philanthropic value proposition checklist

✓ Is your PVP tailored to your distinct audiences?
✓ Is the ROI of donor investments clear?
✓ Does your PVP motivate donors to make a second gift or continue to support your organization?
✓ Are various communications vehicles being utilized?
✓ Does the PVP reflect your organization’s BOLDness?
Questions
Question & Answer

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Upcoming Webinars

Getting the Most From Your Upcoming Anniversary
Thursday, October 4 @ 2 PM Eastern

Prepare Your Donor Database for Year-End Fundraising
Thursday, October 18 @ 2 PM Eastern

Register for additional webinars:
www.alford.com
Thank You!

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