

## Value Proposition Worksheet

The purpose of this worksheet is to help your NAMI Organization practice defining its Value Proposition. A Value Proposition is a broad, concise and clear statement of the value or benefit your organization provides to a target audience that can help you build organizational capacity. Your Value Proposition may vary based on your audience. Our suggestion would be to use one worksheet for each audience to help you focus on the needs of the specified group. This will help you develop a refined Value Proposition that is audience focused.

The first step is for you and your team to respond to questions 1-5. Once you do this, you can begin crafting your Value Proposition.

### 1. Who is your NAMI Organization's target audience?

*This focuses on groups your organization is trying to reach and engage. It may include individuals/families impacted by mental illness, donors, members, volunteers, leadership/staffing talent, policymakers, other organizations, agencies, companies, etc.*

### 2. What are the needs of this audience?

*Know your audience! This focuses on the problem(s) the target audience seeks solutions for.*

### 3. What benefits does your NAMI organization offer?

*This includes your programs, activities, services, events and other offerings.*

**4. What organizations are doing something similar to your organization and what makes your organization different?**

*This includes organizations that might be considered your competitors.*

**5. Link the benefits of your NAMI organization back to the needs of the target audience.**

*This involves making a connection between the needs of the target audience and the benefits you offer.*

**6. Value Proposition Statement**

*Given your responses above, think about a broad, concise and clear statement that will help convince your target audience to engage with your organization, use your benefits and take actions that advance your mission.*

**TIPS:**

- **Keep practicing! This will help you define and refine your Value Proposition.**
- **Revisit and refresh your value proposition as you grow your capacity and skills.**
- **Contact the Field Capacity Building team for technical assistance at [fieldcapacity@nami.org](mailto:fieldcapacity@nami.org).**