Value Proposition Worksheet

To better attract funders and/or partners, it is important to be clear about what you are about and what value you bring to the table. A value proposition has four components:

1. **What** you offer
2. For **whom**
3. What **benefits** they can expect
4. Why you are the **right provider/partner**

Use the table below to identify your what, whom, benefits, and whys, then craft your value proposition statement tailored to your audience.

What you offer	For whom	What benefits they can expect	Why you are the right provider/partner
E.g., Cross-country data	Community leaders	Ability to focus outreach efforts	Have a shared data platform and analytic team
Value proposition statement: *We pull together **cross-country data**, so **community leaders** know **where to focus their outreach**, powered by our **shared data platform and analytic team**.*			
Value proposition statement:			

Once you have drafted your statement, do a pulse check and ask yourself these questions:

1. Would they understand this in **10 seconds**?
2. Does it tell them the **services you offer** and not just the impact?
3. Does it clearly **name a benefit** they care about?
4. Does it tell them what is **unique** about you?
5. Is it **compelling**?

If the answer is no to any of these questions, go back to the drawing board.