

VALUE PROPOSITION LAUNCH GUIDE

Your Value Proposition - What To Do Next

This guide includes the following reference documents to support your value proposition:

1. How to Use Graphics
2. Planning Your Launch – The Delivery Matrix and Launch Plan
3. Launching the Value Proposition
4. Leadership's Role
5. How to Use for Committees
6. How to Use in Strategic Planning
7. About Your Content Strategy and Communicating the Value Proposition

1. How to Use Graphics

Your value proposition tells your members what makes you unique (from other associations, and other providers of industry resources). It also tells members what they can expect from you in a simple and clear message.

Graphics reinforce your message and represent your new promise in a memorable way.

Ideas for possible graphics include:

- **WEBSITE AD OR SLIDER** – An ad or slider on your home page that links to your full proposition on your “About Us” landing page.
- **EMAIL HEADER** – Create a new header image for your email communications or consider creating a fresh email template. Think of it as your value proposition’s theme logo.
- **SOCIAL HEADERS** – Create header images in correct sizes for your social media channels – Facebook, Twitter and/or LinkedIn.
- **POSTCARD** – Mail or hand out to members to communicate the value proposition.
- **FLYER (8.5X11)** – Post this in smaller spaces (behind the bathroom door!) and include in new member material.
- **POSTER OR POP-UP BANNER** – Use this at conferences, education sessions and other member events.
- **ABOUT US CONTENT** – Use this to update the About Us section of your website so it aligns with your new value proposition. You may even consider a new landing page design like the graphic example on this page.



2. Planning Your Launch - The Message Matrix

Integrating Your New Messaging Into All That You Do

The message matrix is a blueprint to help you think ahead about how to communicate your value proposition. It helps you plan for ways to position your message of value to each target audience. It's a document to share with the entire staff and also with leaders.

First, download the Message Matrix from Step 6.

- Down the left are your value points.
- Across the top are your member segments. Feel free to add more groups to the top row once your message is final.
 1. NOTE! Your matrix says what you do well today. Some associations use this same format to brainstorm new ideas to strengthen your value proposition for the future.
- Take each value point (on the left) and the member group (across the top) and decide how you deliver each value point. In the center boxes, you will speak to each member group how the value point (the benefit) affects each audience.
- Do not do this in a vacuum. Staff, communications committee, or a small group of members can complete this matrix together.

Value Proposition Message Matrix

Consider how you deliver on each proof point to your specific audiences	Here's How We Deliver on it to Target Audience #1	Here's How We Deliver on it to Target Audience #2	Here's How We Deliver on it to Target Audience #3
Proof Point #1			
Proof Point #2			
Proof Point #3			
Proof Point #4 (optional)			

3. Launching Your Value Proposition

Don't underestimate the value of a thought-out plan to launch your new message.

Consider your competition. This campaign is your chance to *sell* members on how you are different from other associations, education providers or industry organizations. It also conveys why a practitioner is better with your association than without you.

Look for every area of your offerings where you and your competition look alike. Wherever you deliver similar service as another association (or source) or where you're doing something ordinary. Decide how best to incorporate your value proposition to set you apart, including your:

- Website – is a value proposition graphic prominent on the homepage (as a teaser)?
- About Us page (the entire Value Proposition that clearly says "Why"?)
- E-newsletter (list your news items that align with your points of value)
- Association voicemail message
- Banner in your hallway or training room
- Email signature
- Business cards
- New member brochures

Consider your points of difference in the way you promote your association. Ask yourself what you would do if you weren't an association. (The first hospital to offer valet parking wasn't thinking like a hospital, they were thinking like a hotel!)

One last thing...plan to launch your new message with a splash. This is not the place for a drip campaign. Getting your members' attention requires something new and different, and visible. After you launch, use the words, versions of the words and graphics wherever possible to reinforce the message.

4. Leadership's Role

Once your Value Proposition message is final, **plan how you will use it so that leaders understand the message and why they need to repeat it.** And repeat and repeat, so leaders, staff and members get used to seeing and hearing your new message from many sources.

Below is the best introduction I've ever seen: a CEO presenting the value proposition in a Board of Directors meeting. This association executive showed planning, leadership, and conveyed the importance of the value proposition project:

- Explained why the association undertook the project
- Presented examples of every key collateral that will help launch the campaign
- Delivered a cheat sheet so that board members can include points of value in all interactions with members (a laminated wallet card)
- Reminded board members how the association will focus on the new value message – and then directed them to the back of name tents cards in front of them
- Briefly explained the communications and launch plan to make sure the board knew the plan in place
- Asked key leaders to share and highlight the message at planned member-facing meetings and also when talking one-to-one with members
- Shared how the association will measure consistent feedback from members about their value proposition: *"We will measure our success with a question on our next year's member survey that reads like this: "Overall, how satisfied are you with the value of your membership?" We will then measure that same question year after year to make sure we stay on track."*



As I sat in the room and looked at the people around the table, I could see a sense of pride for the work that led up to the launch and what comes next.

Ideas to keep the value proposition top of mind over the years:

- Include a tab called "Value Proposition" in your board manual and your operational plan.
- Include value proposition on a Board agenda once a quarter. Discuss what you are doing to deliver on your claims of value.
- Use the value proposition in strategic planning (see #6).

5. How to Use for Committees and Staff

After introducing the value proposition to your board, the next step is to get committees and staff on board.

The goal is that they clearly understand the value proposition and how you will use it to run business, communications and committee work in the future. We recommend you call a meeting!

Here are tips for a successful meeting:

1. This could fit in well as part of your annual committee chair training meeting.
2. Include the flyer and the message matrix to make sure they understand the message and what's behind the message. The communications director should present this section to help link committee goals and activities with the value proposition. If the committee's work doesn't fit into the matrix, explain to them what you want them to do. The committee chair can then use the value proposition to guide a conversation: "How does this new idea or activity we are considering fit in, strengthen our value proposition? What else could we consider?"
3. Ask the committee chair (and staff liaison) to complete the matrix for your committee. It will be helpful for all committees to see what each other is doing and how the respective committee's work incorporates and delivers on the value theme.



6. How to Use in Strategic Planning

Link Your Value Proposition to your Strategic Plan

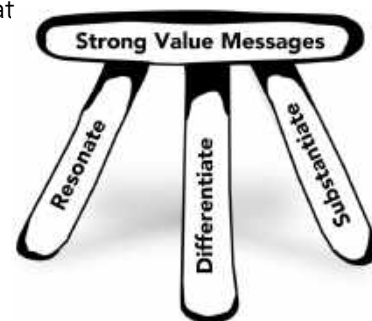
Your value message came from seeking out members' worries and needs.

Your value proposition is the declaration of what you do well today (that links up to what members need most). Is any part of your value proposition a potential issue? Could it be stronger with more focus on what members need most?

Thoughtful strategic planning is the board's work. Strategic thinking keeps members at the center of your planning process.

1. Strategic thinking is an honest and intentional look at issues that present threats or opportunities for your market and your members.

Now that your value message is final, begin to use it immediately. All the time. That means during your planning cycle, look at your issues and opportunities in the context of your value proposition.



2. Expand your thinking by looking at your value proposition as a group. "What opportunities can we uncover that would strengthen our promise of keeping our members up to date with trends and best practices?"

Bring it up: A fill-in-the-blank question will spur thinking about what you could strategically consider to strengthen the value that you promise – and deliver.

3. As you prioritize strategic issues, refer back to your value proposition. If you face issues that are not top priorities for members, your value proposition is now a filter to prioritize them. Be adamant in thinking about how the issue facing your organization links to your promise of value.

Urge your leadership to filter decisions about your future with your value proposition in mind.

7. About Your Content Strategy and Communicating the Value Proposition

Your value proposition should guide the way you communicate.

Your content strategy is a systematic approach to curating, creating, organizing, and delivering content. It's your GPS to help lead members to pay attention, to avoid the redundant, the overwhelming and the trivial that sometimes creep into what you do.

Organize your content to help you position the value proposition.

Don't forget the message matrix is an important first step, so download this from Step 6 in the Client Access area.

Finally:

Have fun using this new tool to give your leaders new inspiration and change the way members perceive your association (and your brand).

We hope you'll share your ideas and successes with us!

Here's to making every message count,



Melynn and the nSight Team

