



Make a Strong Value Proposition

ACTIVITY 2: TELL STORIES WITH PURPOSE

Background

A strong value proposition is crucial for establishing long-term partnerships that promote sustainability. Organizations offering nonmedical volunteer assistance can make effective value propositions by emphasizing how they meet the needs of community members and their volunteers' positive impact on the lives of care recipients and society as a whole using qualitative, quantitative, and economic data. By combining strategic data, compelling storytelling, and effective communication strategies, organizations can present their collected stories and data in a way that fosters the partnerships necessary for long-term sustainability.

Introduction

Stories about your impact can be powerful vehicles to deliver your value proposition. Stories are most compelling to potential partners when they define a problem, offer a solution, and make a call to action. The problem is the societal problem you are trying to solve. The solution is the way your organization addresses that problem. Finally, the call to action to potential partners on ways they can support your work and deepen your impact.

Instructions

1. Describe the problem addressed by your nonmedical volunteer services program. Describe whose lives your program improves and why they need your support, including the barriers that stand between them and their long-term goals.

Note: A [community needs assessment](#) can be a helpful process to research and clearly define the problem you are trying to solve.

Example: In Pinellas County, FL, over 146,000 people—nearly 15% of our community—live with disabilities. The situation is even more dire in South Saint Petersburg, where disability rates are higher, and residents—often older people of color living in poverty—struggle to afford essential support and have significant unmet needs. Without adequate assistance, many are forced to move into nursing homes against their wishes—and at a significant cost to Medicaid. The average annual cost of nursing home care in the Tampa Bay Area is \$120,815.

2. Based on the description of the problem above, craft a description of the solution your program offers.

Note: To substantiate the effectiveness of your solution, consider drawing on [survey data](#), [economic analyses](#), and [other sources](#).

Example: Our mission is to provide the vital support South Saint Petersburg residents need to stay in their homes and live independently, transforming their lives and reducing costs to the system. Our trained volunteers help with household tasks, like cleaning, yard work, and home modifications, ensuring our clients can live with dignity and independence in their homes. These services reduce the unmet needs of the people we serve by 42%.

3. Craft a call to action based on the problems and solutions you developed above. Strong calls to action are clear, urgent, and benefit-focused.

Example: Help make sure our neighbors can stay in our community. Sign up to volunteer today!