

Demonstrating the Community Value of Your Organization

Strategy Checklist

Do your key stakeholders fully understand the value your organization brings to the community? This is an important question because people support nonprofits based on the value they deliver to the communities they serve. With this in mind, every non-profit should be ready to define and demonstrate the value it delivers. In this checklist tool we offer a stepwise strategy for demonstrating the community value of your organization. Consider sharing the checklist with your team and board members to engage them in strategic thinking about the community value of your organization.

1 Define your objectives

The first step toward demonstrating community value is to define your objectives. Why do you want to demonstrate the community value of your organization? Check all that apply:

- Gain and sustain clients / patients / customers
- Recruit and retain staff
- Recruit and retain volunteers
- Recruit and retain board members
- Recruit and retain community service providers
- Gain and sustain funding
- Gain and sustain support of elected officials
- Demonstrate accountability to government agencies
- Demonstrate value to the community at large
- Other

2 Select your audiences

The next step is to define the audiences who should know about the value your organization delivers. Who do you want to reach? (Check all that apply).

- The people you serve
- Staff members
- Volunteers
- Board members
- Community service partners
- Community advocacy groups
- Funders
- Government Agencies
- Accreditation Agencies
- Elected Officials
- News Media
- Other

3 Create your value messages

Think of your *value messages* as a set of statements about the value your organization delivers for the community. Follow these steps to create your value messages:

- Make a list of what you would like each of your selected audience to know about the value of your organization.
- Craft a clear and concise set of one-line messages that convey what you want your audiences to know.
- Engage your team in reviewing and optimizing the messages for each audience.

4 Select your value indicators

Your value message should be backed by a concise set of *value indicators* that provide evidence of authenticity. Follow these steps to select your value indicators.

- Think about *quantitative indicators* that support your value messages, such as counts of clients served and measures of outcomes achieved.
- Also think about *qualitative indicators* such as client comments and stories about the organization's community impact.
- Select a few value indicators that best support your value messages.

5 Design your communication plan

With your value messages and indicators ready to go, the next step is to communicate with each audience. Follow the steps below to design your communication plan.

- Think about the best *product format* for each audience (e.g., infographic, brochure, fact sheet, white paper, other.)
- Think about the best *delivery channel* for each audience (e.g., email, social media, web page, podcast, video, meetings, mail, other).
- Craft a simple plan showing which products will be delivered to each audience via specific delivery channels.

6 Execute for results

The sixth step is to execute your plan and monitor results.

- Begin communicating with selected audiences.
- Monitor whether the value message is reaching the right people.
- Monitor whether the communication is prompting a positive response from audience members.
- Refine the communication strategy as needed to optimize results.

Let's talk

At [Community Health Solutions](https://www.chsresults.com) we have 20 years of experience helping people create strong nonprofits and healthier communities. We can help you design and execute a strategy for demonstrating value to your community stakeholders. To learn more about our services and supports, contact Stephen Horan (CEO) at shoran@chsresults.com or 804.673.0166. Also visit our website at www.chsresults.com.