

# How to Craft Value Propositions

*that Attract Association Members*







## The 3 Qualities of a Strong Value Proposition

- 1 It Focuses on Benefits and Outcomes
- 2 It Uses Specific, Meaningful Language
- 3 It's Not Just a Catchy Slogan

## 3 Questions to Ask When Building Your Value Propositions

- 1 What does your organization do especially well, and how does it help members?
- 2 Who is/are your ideal audience(s)?
- 3 What is the strongest value proposition we can offer each audience?

## 4 Ways to Learn What Your Members Really Want

-  **Email Data**
-  **Meetings**
-  **Online Community**
-  **Focus Groups**

## 6 Channels to Get the Message Out

- Website**
- Email**
- Board and Membership Committee**
- Media**
- Repetition**
- Social Media**