



Own Your Value Worksheet

A Framework for Strengthening Your Nonprofit's Messaging

Why Own Your Value?

The Nonprofit Alliance members and the broader nonprofit sector are facing many challenges right now, including drastic funding cuts, questions around individual programming portfolios, and unwarranted scrutiny of the sector's overall role.

Strengthening your messaging and communications about your organization's role will help reinforce the importance of the incredible work that is being done every single day. At this critical time for the nonprofit sector, it is more important than ever to **"Own Your Value."**

Rather than tying talking points to an individual policy threat or falsehood, Own Your Value guides organizations to own their own worth by strategically shaping messaging for a variety of audiences, including the general public, empowering staff with meaningful and consistent talking points, and showcasing the valuable work they are doing in our communities.

The brief framework below will help organizational staff with external communications across advocacy, programming, employee recruitment, and fundraising. This messaging will also contribute to our collective sector goal to maintain and strengthen public trust with the communities we serve.

Data is key to this initiative, with statistics on employment, beneficiaries, and funding.

Own Your Value: The Framework

There are 10 messaging components to address three critical questions:
Who you are, Why you matter, and Why you can be trusted.

1. Clear Impact Statement

A succinct explanation of your organization's work and role in the community and its measurable value

Your Response:

2. Scale of Service

The number of beneficiaries served (overall and annual)

Your Response:

3. Organizational History

The longevity of your work and individual programs

Your Response:



4. Beneficiary Stories

Authentic storytelling from those you serve

Your Response:

5. Economic Contribution

The number of jobs your organization has created and related impacts (job training, as example)

Your Response:

6. Gap Analysis

Where your services fill societal gaps or answer other kinds of external funding constraints for programming

Your Response:



7. Partnership Highlights

Private partnerships that strengthen organizational outcomes

Your Response:

8. Community Validation

External leaders and partners in the community that work with your organization, support its work, and can validate your value (community leaders, faith-based leadership, etc.)

Your Response:

9. Donor Engagement

Funding sources and scope of donor base, demonstration of public validation

Your Response:

10. Accountability Measures

Examples of transparent, accountable best practices

Your Response:

Get Started Today!

Start with a two page narrative to use as the source or basis for your public-facing messaging. Consider all of your communication vehicles and audiences:

- Fundraising appeals
- Grant applications
- Website
- Annual report
- Press releases
- Job postings
- IRS Form 990 narratives
- And more

Notes & Action Items

Use this space to capture next steps, assign responsibilities, or note areas that need additional development: