

# Communicating Your Value Proposition

Jena Thompson  
CEO, Ocelot Company

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You are so brilliant!

EQUITY

TRANS-  
FORMATIVE

CUTTING  
EDGE

OUT OF  
THE BOX



# Our time together

Cut the jargon. Clearly articulate:

1. The problem(s) your nonprofit aims to solve;
2. values that shape your organization's point of view and approach;
3. your compelling value proposition; and
4. a simple call to action.

Clearly state the problem you are solving.





*(AP Photo/Rick Bowmer)*

## HELP US PROVIDE MUCH NEEDED SUPPLIES FOR MAUI

As firefighters continue battling wildfires in Maui, the enormous effects of the tragedy are still unfolding. The death toll has climbed to 96 but is likely to grow as the effort to find victims is still in the early stages. At least 2,200 buildings have been damaged or destroyed, nearly all of them residential.

[DONATE NOW](#)

Problem: Poverty, disaster, and neglect cause human suffering.





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[DONATE](#)

[FIND FOOD](#)

Problem: Children, military families, veterans, and senior citizens do not have access to enough food for an active and healthy life.

Sub problem: Why? Because of what they earn, where they live, or other gaps in our food system.





Problem: As our population grows, we need sustainable sources for high-quality protein, including fish.

Sub problem: Traditional aquaculture (fish farming) can be harmful for fish and oceans, and often isn't economical.

# What is the problem you are trying to solve?

<b>BIG PROBLEM</b>	<b>SUB PROBLEM</b>
1.	1.
2.	2.

Articulate your values.



We're at our best when we...

UNDERSTAND

CARE ABOUT

BELIEVE

ARE/BE



# Who (and how) will you be?

NON-NEGOTIABLE VALUE	STATES OF BEING
1.	1.
2.	2.
3.	3.



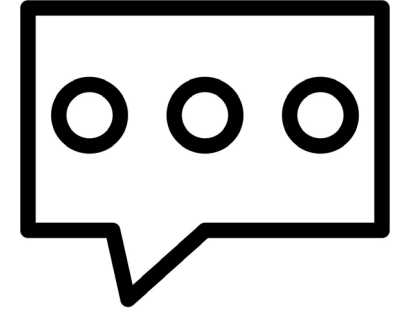
# What's possible?

AUDIENCE / WHO BENEFITS?	WHAT'S THE RESULT?
1.	1.
2.	2.
3.	3.
4.	4.

# Communicating your values

Our organization is passionate about/  
values /excels at/understands/  
(insert value)  
because we are (insert state of being).

Our approach positively impacts  
(insert audience)  
and results in  
(insert impact tied to the problem you're fixing).



*Hint:  
Start with your #1  
non-negotiable  
value*

# Communicating your values

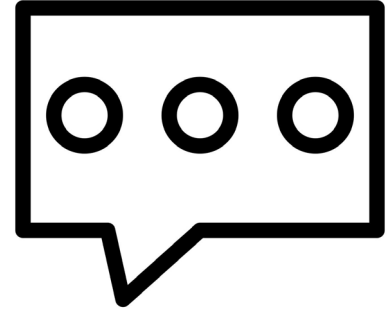
IRT values **local partnerships**  
because we are  
**most effective with a presence in the field.**

Our approach  
**positively impacts the Maui community,**  
and results in  
**comfort – via food, water, health kits, and medicine.**

# Communicating your values

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Articulate your point of view.

# Articulate your point of view

## We believe...

Every dog deserves a loving and safe forever home.

We need to recreate our world's food systems, *now*.

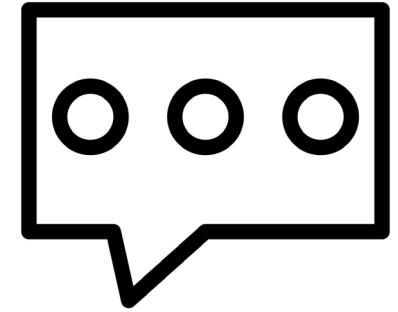
Everyone deserves a safe home they can afford.

We can't solve this alone.

We are in the fight of our lives.

People have a right to clean air, clean water, and healthy communities.

Our water, climate, and energy problems are complex. And solvable.



*Hint:  
Start with what  
you believe.*

# Articulate your point of view



[Home](#) [About Us](#) [Patient Application](#) [Events](#) [News](#) [IB Service Learning](#) [FAQs](#)  
[Thank You](#) [Support Our Patients](#)

[Donate on San Diego Gives](#)

**We believe health is a human right**

Select Language Show



# Articulate your point of view

We believe...

1.

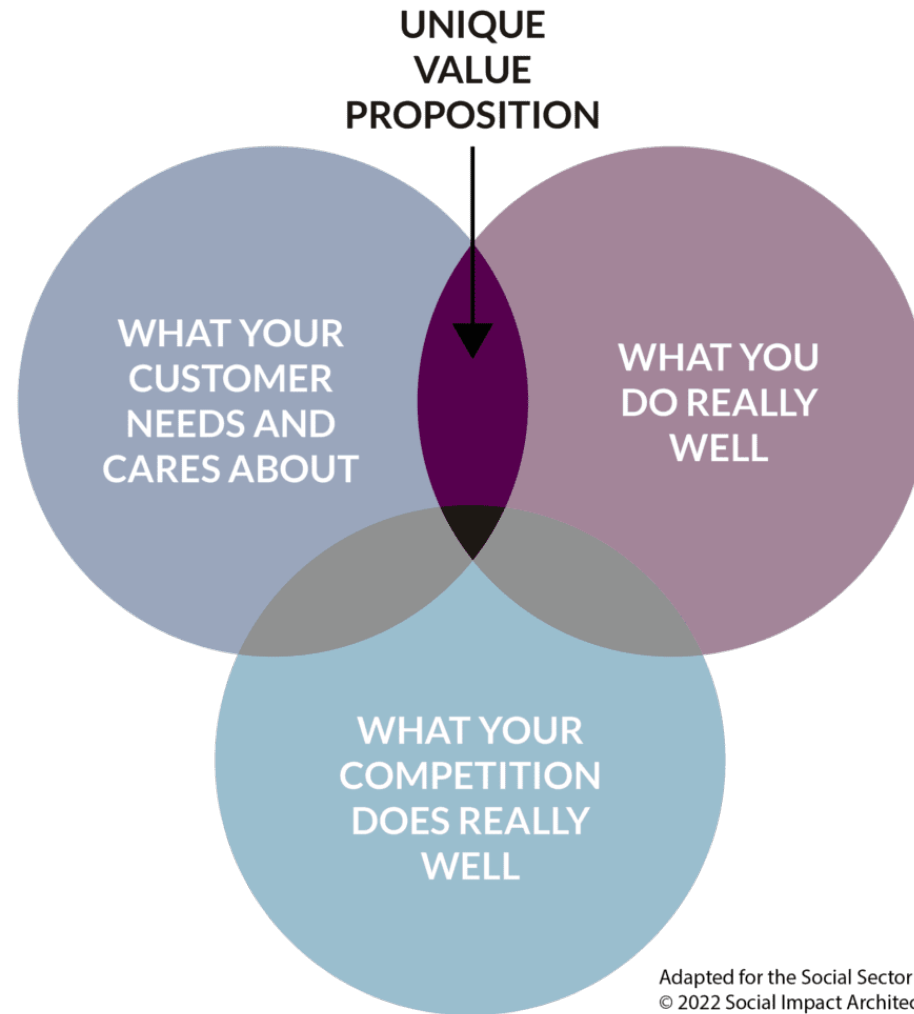
2.

3.

4.

Articulate your value proposition.

# Articulate your value proposition



Adapted for the Social Sector  
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# How does your org stand out?

First, best, only, leading, expert...

1.

2.

3

4.



# What's the difference between you and...?

THE OTHER GROUP	WHAT WE DO DIFFERENTLY
1. Uses science to dictate priorities for conservation.	1. Listen to our partners, and protect what they tell us matters to their culture or community.
2. The largest hunger-relief organization in the United States.	2. Best at coordinating action to end hunger in San Diego.

# How does your org stand out?

First, best, only, leading, expert, largest, oldest, newest...

1. We're the only...

2. Better than anyone else, [name of org] can...

3. Our team has the most expertise in...

4. Our org excels at [insert value] more than any other in [insert service area]...

Add a call to action.

# Add a simple and clear call to action

Join us (alliance, collective, membership)

Learn more / Watch the video

Contact us / Reach an expert

Sign on to our campaign

Donate /Buy now

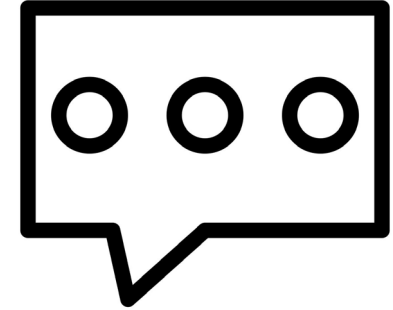
Volunteer

Like and subscribe

Share our story / Share your story

Tell us what you think / Engage/comment

Attend an event



*Hint:  
Make it EASY  
for your supporters  
to act.*

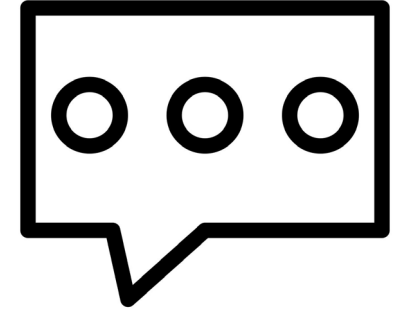


# Communicating your value proposition

Start with a headline /big problem or POV.

We believe [insert point of view].

That's why [insert target audience]  
turns to [insert Org name].



*Hint:  
Start with your  
strongest “best,  
first, only.”*

We are the first/the only/the best [insert value prop].

Better than anyone else, we understand [insert value prop].

[Insert call to action] today.

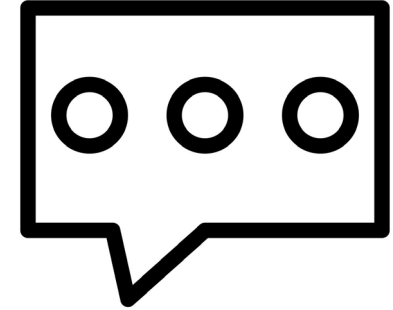


Jena Thompson  
Consulting, Coaching  
Environmental Markets + Social Impact  
**Ocelot Company**  
ocelotcompany.com  
jena@ocelotcompany.com

# Template: communicating values

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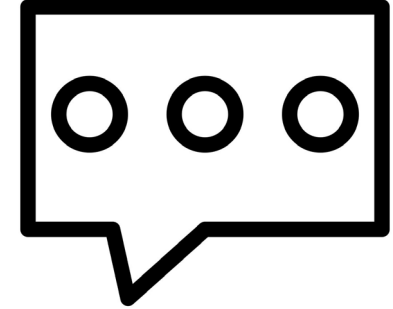
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