

Articulating Value Worksheet

Use the following prompts to craft your value statement. A value statement communicates how an organization's services and processes create or enhance benefits for the public. A well-crafted value statement is critical to inform and engage all levels of stakeholders—the community, partners, funders, and internal board and staff.

Example Value Statement:

Our organization implemented a mandatory training for all employees on the use of language assistance services, policies, and procedures. This increased the use of interpreter services for our clients over the phone and in face-to-face appointments, and decreased the use of family members as informal interpreters. We have found an increase in client understanding of treatment plans, compliance with taking medication, and better adherence to dietary recommendations. This has led to a decrease in emergency room visits and better health outcomes of our clients.

Value Statement Worksheet

These activities...

Accomplish (*outputs*)...

Which has been shown to lead to specific outcomes (*short- or medium-term outcomes*)...

That generate public value (*long-term outcomes*)...

Now form your answers above into your program's "CLC Elevator Speech."

Adapted for the MCH Cultural Care Toolkit by RAMA Consulting Group, Inc. 2014

Original Source: OACAA Community Economic Development Toolkit, *Voinovich School of Leadership and Public Affairs*

Developing Your Communication Strategy

This tool expands on the Value Statement by targeting your message to achieve a specific purpose. This purpose may include obtaining new funding or forming a partnership. You must have a goal and a specific target audience. This guide should act as a template for your future outreach efforts, and will change according to specific needs and circumstances. Keep in mind the “strata” of your community: you may need to develop more than one value statement for your various stakeholders. Which outcome is of the greatest importance to a stakeholder? Once this is identified, keep your value message focused on how your program activities achieve this goal.

Activity:

Purpose: Before you begin building your message, you must know what it is you are trying to accomplish with your message. The purpose of messaging may be to increase or secure funding, form new partnerships, or respond to stakeholder inquiries.

The Target: Targets are usually constituents, customers, stakeholders, funders, public officials, voters, the media and others. Without properly selected targets your resources become scattered and you lose both efficiency and effectiveness.

The Message: The message is your strongest theme. You can build several arguments under your message, but all must feed into the message.

The Tactics: To be effective, tactics must be technologically appropriate, properly targeted and of sufficient quantity. Tactics consist of a variety of communication techniques: Newspapers, Radio, TV, Internet, Mail, Telephone, Direct Contact.

* Adapted from “Issue Development,” Dean L., Johnson, Ohio University Executive Leadership Institute, Voinovich School of Leadership and Public Affairs, Ohio University, 2005.

Adapted for the MCH Cultural Care Toolkit by RAMA Consulting Group, Inc. 2014

Original Source: OACAA Community Economic Development Toolkit, *Voinovich School of Leadership and Public Affairs*