

## *Million Hearts Learning Collaborative Evaluation Series: Tools*

### Developing an Organizational or Programmatic “Value Proposition” Worksheet

#### **Your Value Statement (also known as a Value Proposition)**

- Explains who you are
- Describes why your services matter

#### **Who needs a Value Statement?**

- Your programs, your organization, your initiatives, and your networks each have value propositions.

#### **Strong Value Statements:**

- Target the highest-need, most vulnerable populations whose needs require your attention, based on documented local need
- Highlight the expertise and capacity of the organization, especially its unique expertise and connections to the targeted populations, such as language, culture, understanding of relevant health condition(s)

#### **The Anatomy of a Value Statement: Answer the 4 W’s and an H:**

- Who are you? (and why are you uniquely prepared to meet this need?)
- What will you do? (what intervention?)
- Where will your impact occur? (the geographic and population target; number to be served)
- Why is this intervention or these services necessary? (What data demonstrates the need? What gaps are there in the system of care that you and your partners are meeting? What data supports your assertion that this is a need?)
- How will you know you’ve made a difference in addressing the problem?

#### **Value Statement Template:**

*<Organization/Program Name> provides <what services> to <what target population> in <what geographic area> that are impacted by <what conditions>, resulting in <specific outcomes>.*