



Council Leader Education Series

*Identifying and Communicating
Your Council's Value Proposition*

December 12, 2023

WHAT IS A VALUE PROPOSITION?

A value proposition is a statement that conveys what a brand does and how it differs from competitors. It's typically developed as part of a broader marketing strategy and no more than a few sentences long.

THE DIFFERENCE BETWEEN A VALUE PROPOSITION AND A MISSION STATEMENT

A value proposition details what you offer members and why they should choose you, while a mission statement details your objective as an organization.

While the two can have points in common, a **value proposition is more product- and service-oriented** while a **mission statement is more goal-oriented**.

WHY IS A VALUE PROPOSITION IMPORTANT?

It clearly and concisely communicates what one can gain from joining* your council.

**and being an active participant*

THE COMPETITION... WHO (OR WHAT) IS YOUR COUNCIL COMPETING AGAINST?

Take Away:
Communication
Combats
Competition!

“Sister” Organizations – Friend or Foe?

- What does your EPC do differently than these related organizations?

High-level Discussion, More CE, Networking, Focused on Estate Planning, a Multi-Disciplinary Environment, Scheduled

Professional Commitments

Making Sure there is a Meeting Everyone Can Attend

Personal Obligations

Finding the Time that Works for your Members

Financial Considerations

Tight Post-pandemic Budgets

What Else? Too Many Options!

WHAT DO WE PROVIDE / WHAT DOES A MEMBER RECEIVE?

Take Away:
You Get Back
What You Put In

Your Challenge: Prohibited Words

Develop a Team of
Peers with whom to
“Grow Old” within the
Profession

Networking
Education

Dinner / Lunch / References to Food

Goodwill & Personal
Relationships with
Individuals You Know,
Like & Trust

Friendly Competition
& Thought-Sharing

Developing
Relationships Into
Resources

Trusted Resources

Participate in
Community Outreach
& Education

A Forum to Cultivate
Deeper and Mutually
Beneficial
Relationships with
Other Members

Employment
Networking

Career Development

Long-Term
Relationships

WHAT DON'T WE PROVIDE/OFFER?

Limited
Continuing
Education
Credit

An Open Bar!

An Opinion on
Legislation

Political
Commentary

FACTORING IN THE LAST TWO SLIDES...

WHO IS OUR IDEAL OR TARGET MEMBER?





CRAFTING THE STATEMENT

HOW TO WRITE A VALUE PROPOSITION

What do potential members need?

Identify the benefits your council offers and why these benefits are valuable.

Connect this value to you're the needs of the potential member.

Differentiate yourself as the best or preferred provider of this value.

We help

[identify your ideal prospects]
that [need help with the pressing problem
you address]
succeed by
[outcomes/results you deliver].

Unlike [alternatives], council
membership [describe main benefit/why
your solution is best choice] as
demonstrated by [evidence you'll deliver
on promise].

OUR SAMPLE

The _____ Estate Planning Council helps credentialed professionals better serve their clients by building trusted relationships with multi-disciplinary professionals and providing quality and current programming related to the profession of estate planning.

Unlike similar associations, _____ Estate Planning Council provides a truly multi-disciplinary environment where members cultivate a team of professionals with whom to advance through the entirety of their careers.

This success is demonstrated by the longevity and breadth of the Estate Planning Council community, as well as the tenure of the members of _____ Estate Planning Council.

COMMUNICATING YOUR COUNCIL'S VALUE PROPOSITION



NOW WHAT?

- Place on the council's website
- Noted within brochures & marketing materials
- Add to the membership application
- Make sure every board member can verbalize
- Membership committee
- Add to communication with existing members