



Expanding the outreach and capacity of your association's community

How to reach out to sponsors and funders

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Brussels, 24/11/2023

Some items for discussion

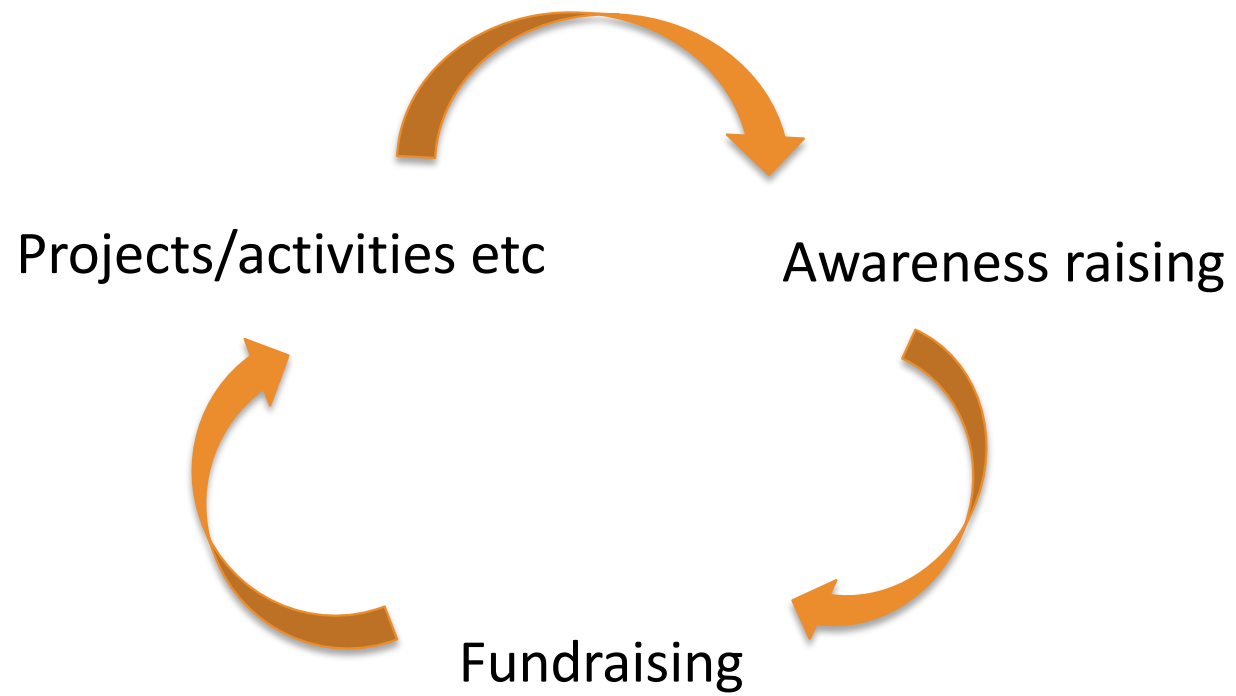
How do we define Value?

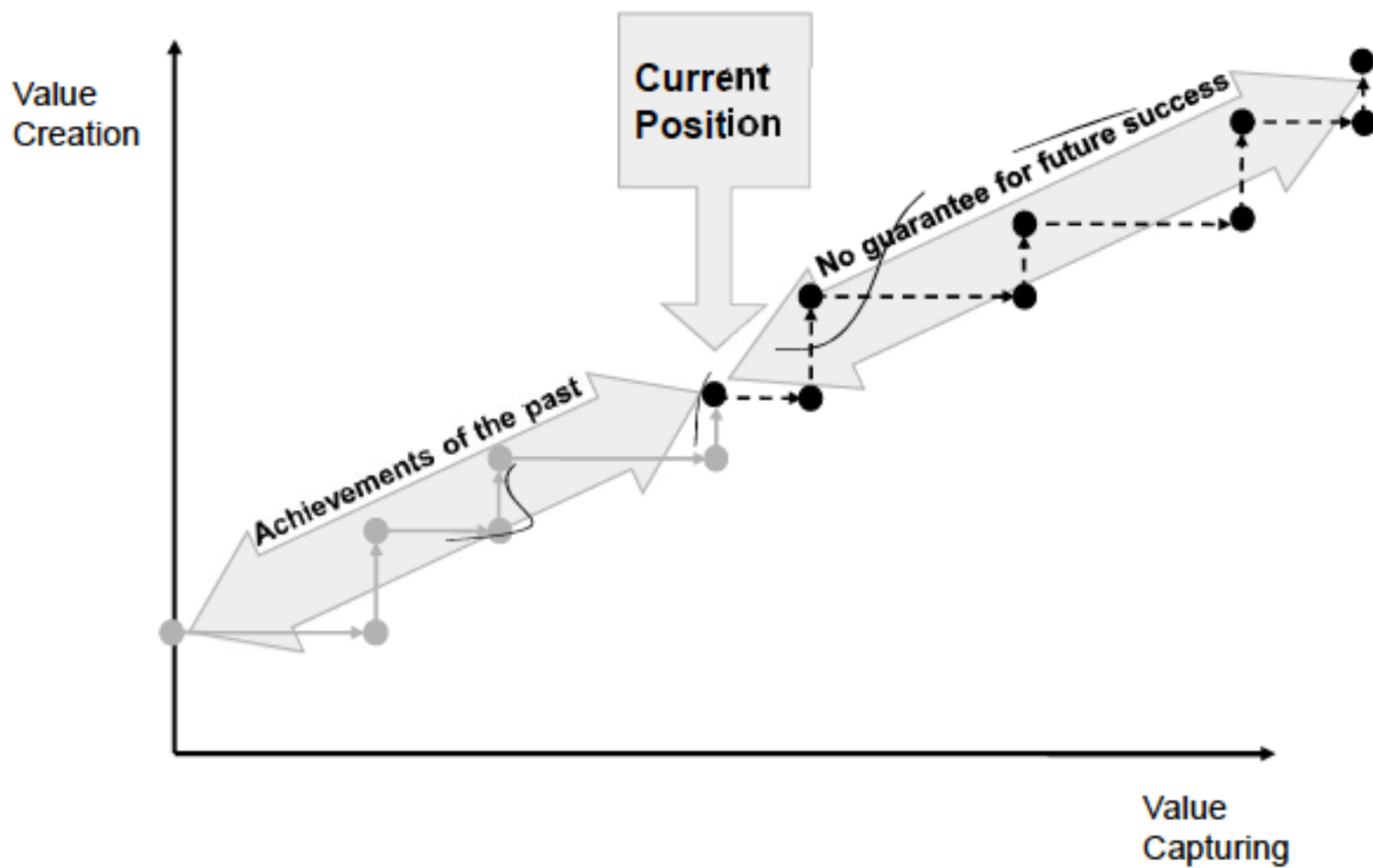
Value Creation vs. Value Capture

Determining our Positioning, our Strategy and our Unique Selling Point

Establishing a workable Business Model



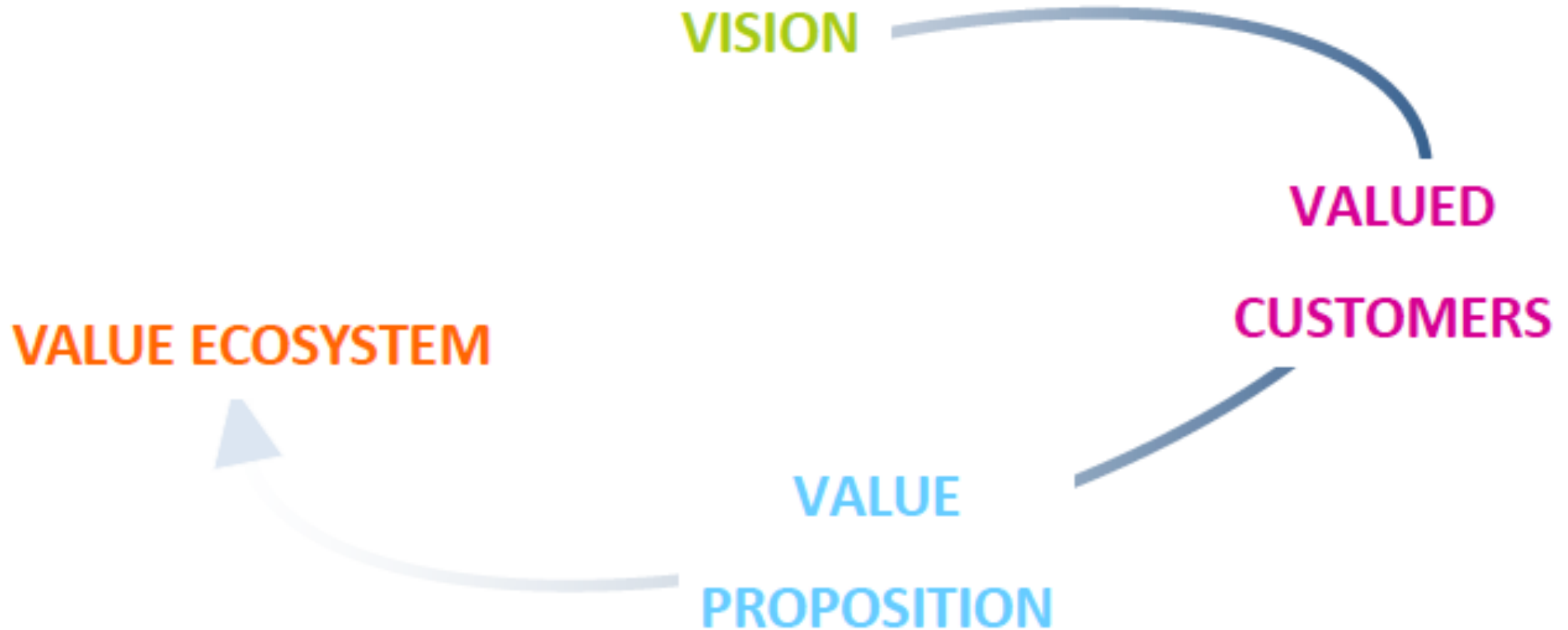




The 4 Strategic Questions



The 4 Strategic Questions



Defining our Positioning

Positioning Statement

For ...

(target audience)

Our association

Is a ...

(category name)

Which provides ...

(single most important claim)

Because ...

(single most important reason to believe)

Unlike ...

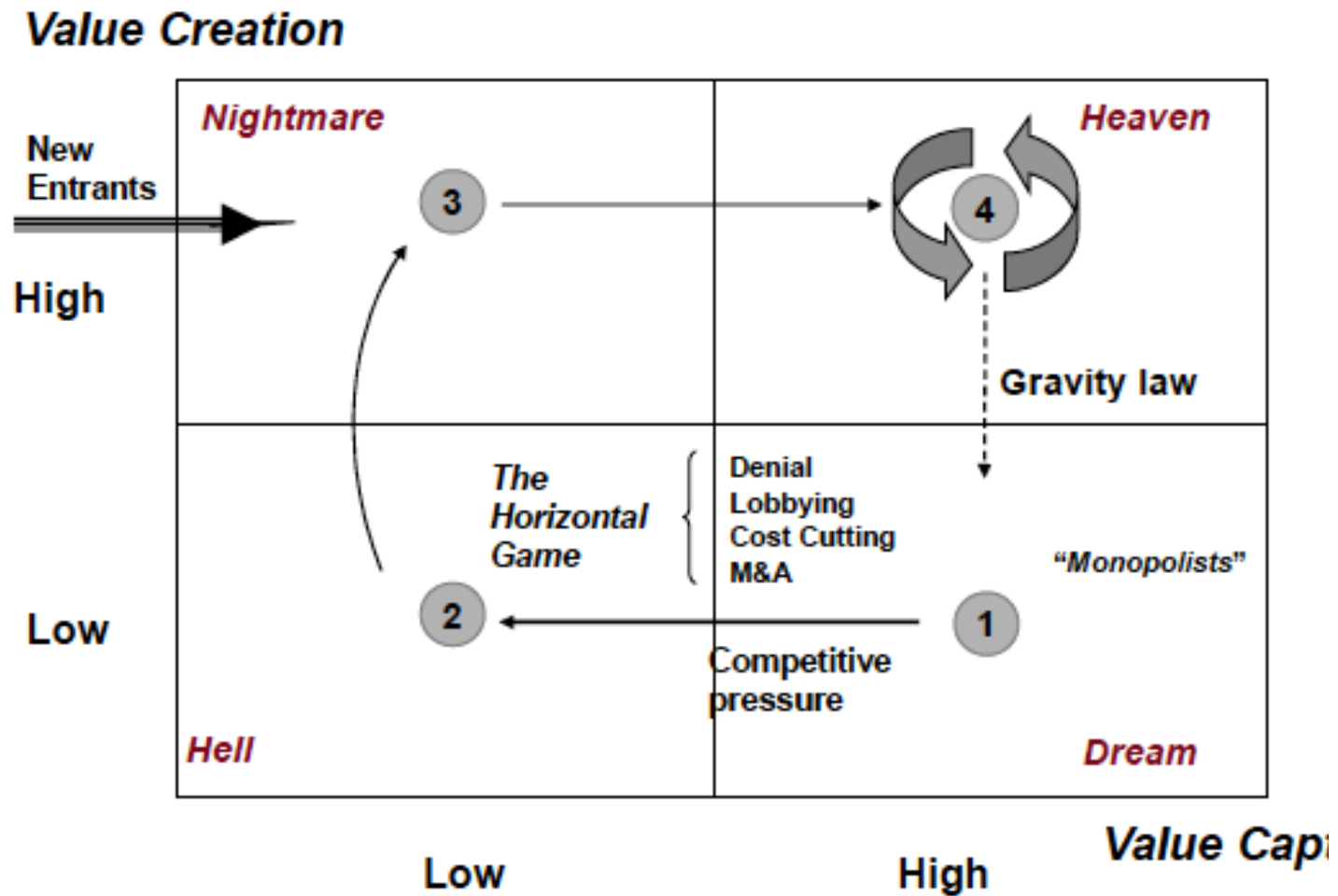
(primary competitor)

Which provides ...

(competitor's main benefit)

Value

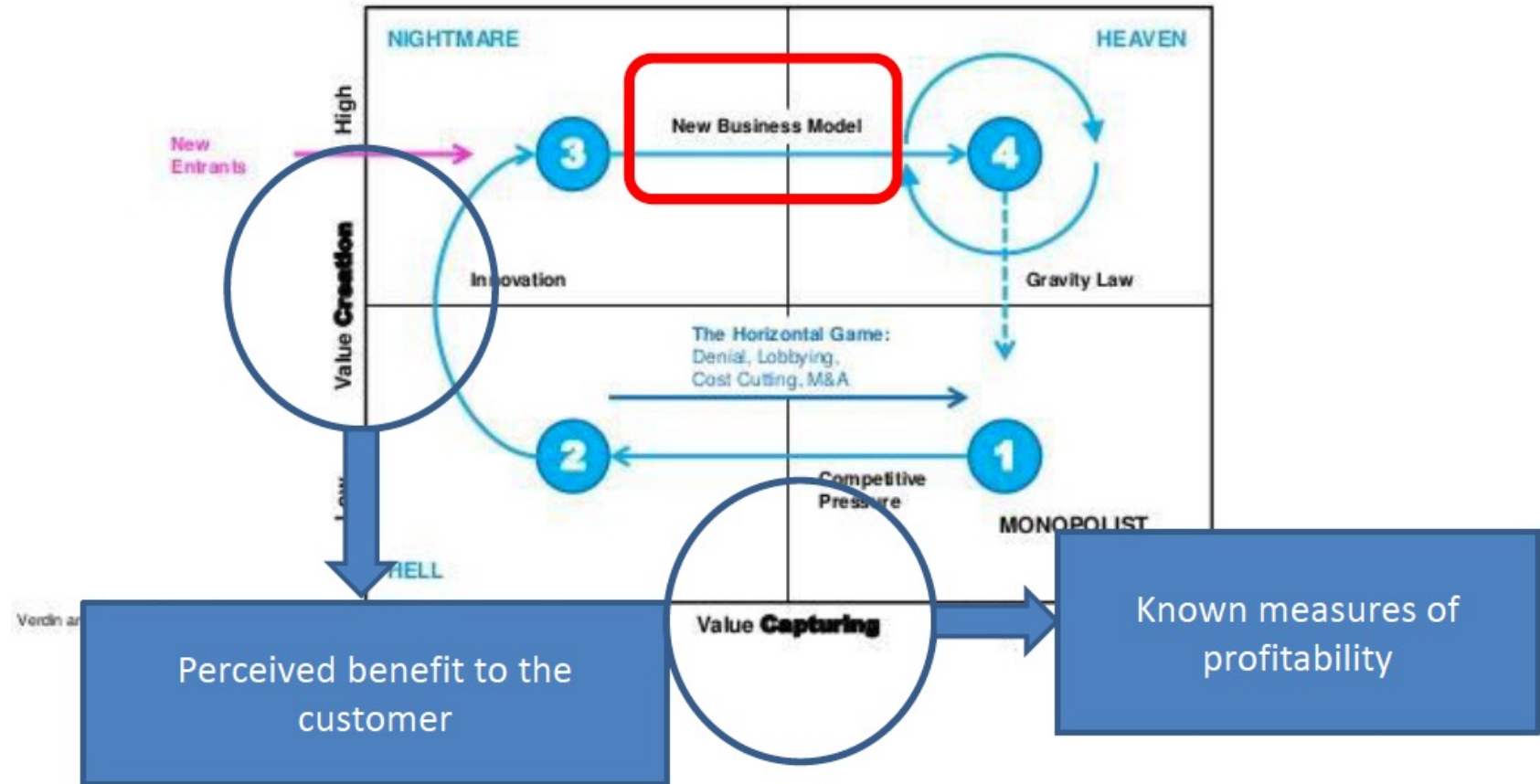
Creation vs. Capture



Value

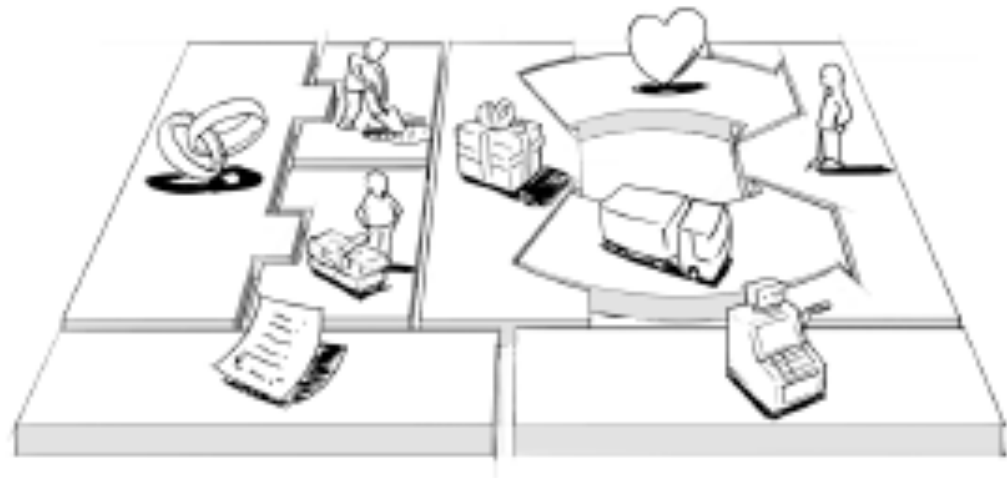
VC2 framework

Creation vs. Capture



Ensuring
a strong
positioning

BUSINESS MODEL CANVAS



Business model

Key Partners	Key Activities	Value Proposition	Relationship with target audience	Target audience segments
	Key Resources		Channels	
Cost Structure	Income Structure			

Questions

- Notes:

Thank you very much!

