Expanding the outreach and capacity of your association’s community

How to reach out to sponsors and funders

Frédéric Destrebecq
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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
clinical psychiatrists
patients
neurosurgeons
neurologists
research neuroscientists
Projects/activities etc → Awareness raising → Fundraising
The 4 Strategic Questions

WHAT

do we want to offer

WHO

do we want to serve / not to serve

WHY

are we indispensable

HOW

do we create / capture value
The 4 Strategic Questions

VISION

VALUE ECOSYSTEM

VALUE

CUSTOMERS

VALUED

PROPOSITION
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 Creation

New Entrants

High

Low

Nightmare

Heaven

Gravity law

The Horizontal Game

Denial
Lobbying
Cost Cutting
M&A

Competitive pressure

"Monopolists"

Dream

Low

High

Value Creation

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Value
Creation
vs.
Capture

Perceived benefit to the customer

Known measures of profitability
Ensuring a strong positioning
## Business model

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Questions

- Notes:
Thank you very much!