

# CHRISTIAN LEADERSHIP REFLECTIONS

DISCUSSION GUIDE

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## Value Propositions for Ministries

[https://www.cccc.org/news\\_blogs/john/2013/01/20/value-propositions-for-ministries/](https://www.cccc.org/news_blogs/john/2013/01/20/value-propositions-for-ministries/)

### Discussion Questions

1. Review recent surveys, comments, and any other sources you have to discover what people outside your staff value about your ministry. Consider getting feedback from donors, volunteers, and beneficiaries (which includes local church members). Discuss what you find. Are there any surprises?
2. Are you already intentional about providing the value proposition or is providing that value something you should be more intentional about?
3. How could you work your value proposition into your communications with donors, volunteers, and others? It might be a straightforward statement that this is what your value proposition is, or it could be a more subtle message that conveys the value proposition by inference.