

## Member Value Propositions of Advocacy

In professional associations, a compelling value proposition demonstrates the unique benefits an association has to offer, how it can help members find the solutions they need most, and why choosing to be part of the community will benefit them. It should provide solutions to your members' biggest pain points.

In advocacy, we use the same tools as in the development of overall membership value proposition identification to bring our value A.L.I.V.E.

**A**sk the right questions. This helps you discover our members' highest pain points.

**L**isten intently. Listen for reoccurring themes from members.

**I**nnovate with solutions. Come up with new ways to solve the problems members express.

**V**alue creation. This happens when we provide good solutions to what members need.

**E**ngage with excellence. Once these steps are in place, start communicating about your value, getting members' feedback on your value, and continuing to engage them.

In our communications about the issues that we prioritize we give the promise to amplify their voice, influence policy makers' decision-making, and achieve positive change on issues our members care about by effectively communicating their concerns to relevant stakeholders, leveraging collective power to advocate for our desired outcomes.

### How Advocacy Puts ALIVE into Action

- A-** Advocacy consistently rates as #1 area of member value in WAFP surveys
- L-** Legislative Committee and biennial member survey to determine member value and member priorities
- I-** Innovate with solutions
  1. Build a network of supporters
  2. Use data to support the case
  3. Gain the attention of local media and spread your story to a wider audience.
  4. Trying different strategies and test what works and what doesn't. Be open to adapting our approach as needed.
- V-** Value is created on multiple fronts:
  1. We hear our members
  2. Putting resources into what members tell us is most important
  3. Advocacy efforts achieve results that affect their practice/lived experience
- E-** Engage
  1. Advocacy Day
  2. Speak Out
  3. Advocacy training opportunities for students & residents
  4. Testimony
  5. Share your wins and put losses into perspective.